FROM THE EDGE OF SPACE A PIONEER'S OWN STORY AND PHOTOS ASIATIC FLU THREAT: WHAT IT IS, WHAT TO LOOK FOR, WHAT TO DO



BALLOONIST'S SELF-PORTRAIT AT 100,000 FEET

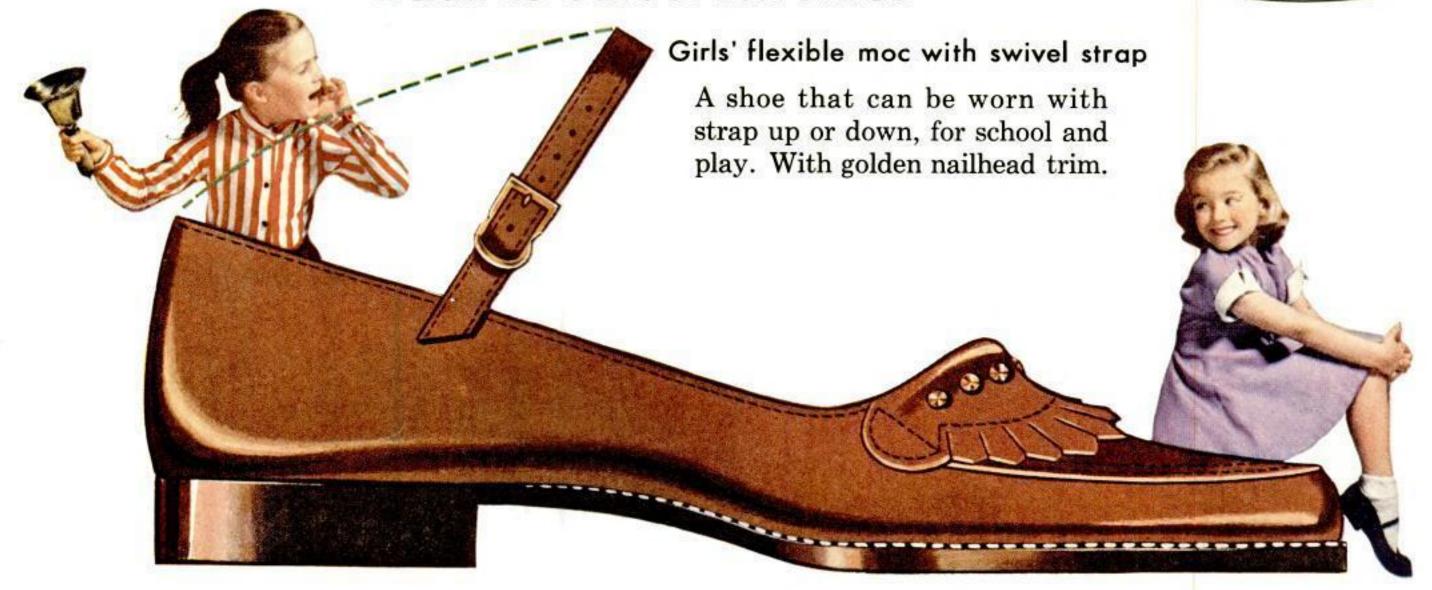
20 CENTS

SEPTEMBER 2, 1957

Quality at your feet...



Back-to-school favorites



Good for children's feet

Boys' oxford with smart new latch instead of laces

This shoe snaps open or shut, no laces to knot or break. Rugged, flexible, good fitting.



Good for parents' pocketbooks

the good

Shoes Illustrated according to size 5.95-6.45-6.95

Other Styles 4.95 to 6.95

Robin Hood.

Robin Hood Division, Brown Shoe Company, St. Louis

Theradan clears up severest dandruff and itchy scalp

...with just 3 applications!

It works because Theradan is a medicine ... not a shampoo

Bristol-Myers' new Theradan works beneath the surface, not just on it ... penetrates and removes layers of dead, dandruff-forming cells to leave the scalp free from scales and related itching ... to stop new dandruff before it starts!

Like any man or woman who suffers from dandruff, you may doubt that it can be controlled—much less eliminated for long periods.

But Theradan is not a "dandruff shampoo" you wash right out—not just a tonic—not a preparation you have to use every day or every week. Theradan is a new kind of medical dandruff treatment, containing penetrating Sarthionate.

Here's how Theradan works

Theradan goes far beyond ordinary preparations that only remove loose dandruff. Such preparations can't penetrate the scaly layer of dead cells that sticks to the scalp and keeps forming new dandruff flakes. But Theradan removes this layer.

Just apply Theradan to the scalp. Unlike "dandruff-treatment" shampoos, Theradan stays on long enough for the medicine to do its work—usually from ½ hour to 1 hour. In a very severe case, it can stay on up to 8 hours if needed.

Theradan's Sarthionate penetrates the scaly layer of dead, dandruffforming cells—gently and surely loosens and lifts it from your scalp.

And it kills scalp germs. Thus

Theradan leaves your scalp free
from scales and itching—stops further dandruff before it starts!

Eliminates dandruff for 1 month to 4 months

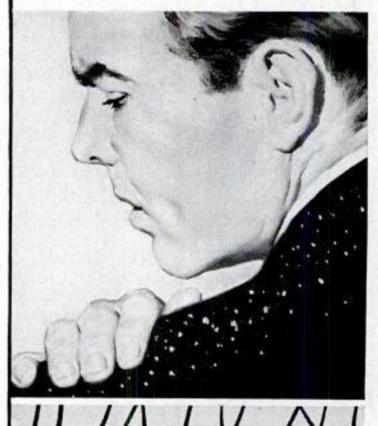
Theradan surprised skin specialists who used it on their patients. In 20 months of testing, it was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

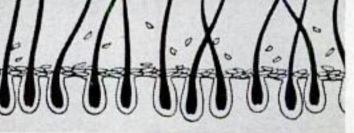
Prevents dandruff's recurrence

When you have cleared up itchy dandruff with Theradan, use it occasionally—as many people do—just to prevent dandruff's recurrence. You will find that the use of Theradan before shampooing will leave your hair cleaner-looking and lustrous.

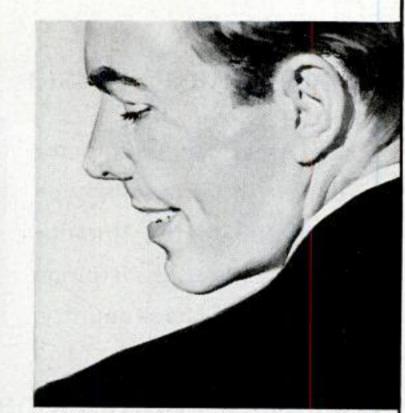
If you have dandruff, get new Theradan from your neighborhood store today.

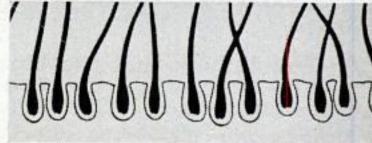
HOW THERADAN KEEPS YOU FREE FROM DANDRUFF FOR MONTHS





Shampoos, tonics, ordinary preparations remove *loose* dandruff but leave a scaly crust of dead cells on your scalp to form new flakes in less than a week.





Theradan with Sarthionate penetrates the scaly crust and lifts it off—leaves your normally healthy scalp free from dandruff and related itching for 1 to 4 months!

NOTE TO PHYSICIANS

The statements in this advertisement are supported by controlled clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-971, 630 Fifth Ave., New York 20, N. Y.



Theradan

with exclusive penetrating ingredient, Sarthionate®

From the pharmaceutical laboratories of Bristol-Myers, makers of Bufferin®

This One

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REG. U.S. PAT. OFF.

Space pioneer's story

In his own words Bal-Ioonist David Simons describes the wonder and near panic he experienced on his journey to space.



MAJOR DAVID G. SIMONS

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What to do about flu

With the nation facing an epidemic of Asiatic flu, LIFE explains the disease, tells what symptoms and best treatment are.



SWAB TEST FOR FLU

Adventure in Asia

An American couple recount in color pictures their trip to the Himalayas, Kashmir, the strange Afghanistan back country.



KASHMIR SWIM

Hapless homer champ

You'd think that the big leagues would fight for Dick Stuart who hits more homers than anyone. You find why they do not.



STUART IN DUGOUT

Radical school proposal

A plan put forth by a nationally known educator would have some youngsters in high school at 12, college by 16.



ELEMENTARY SCHOOL STUDENT IN NEW PLAN

56

What's new from Paris

The first color pictures of new Paris fashions show short skirts, gay colors and the loose silhouette which give a youthful air.



BAG SILHOUETTE

COVER					
Major	David	Simons	takes	his own	portrait
-c b		hac 100	OOO F	not in the	a highes

as he reaches 100,000 feet in the highest balloon ascent ever made by man (see pp. 19-27) THE WEEK'S EVENTS

A journey no man had taken before: balloonist goes to the edge of space, brings back a vivid record. By Major David G. The wives react to the blows of a heavy-

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EDITORIAL Inflation is everybody's enemy PICTORIAL ESSAYS A jouncing tour of Kipling's wild land: inquisitive American couple explores the

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ARTICLES The man who hit too many home runs: Dick Stuart's obsession keeps him in the minors. By Mark Harris Reform plan for schools: kindergarten-

epidemic

through-college revision, says expert, is only remedy for inefficient U.S. education system. By Paul Woodring BUSINESS

Finless Edsels, the first big new car brought out by a major U.S. manufacturer in almost 20 years FASHION A bright young look in Paris: skirts get

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Lutherans MOVIES Chaney chills 'em again: in Man of A Thou-

sand Faces Cagney re-creates the 105 PARTY A cruise on canals: noted Americans see 139 fresh-water England OTHER DEPARTMENTS

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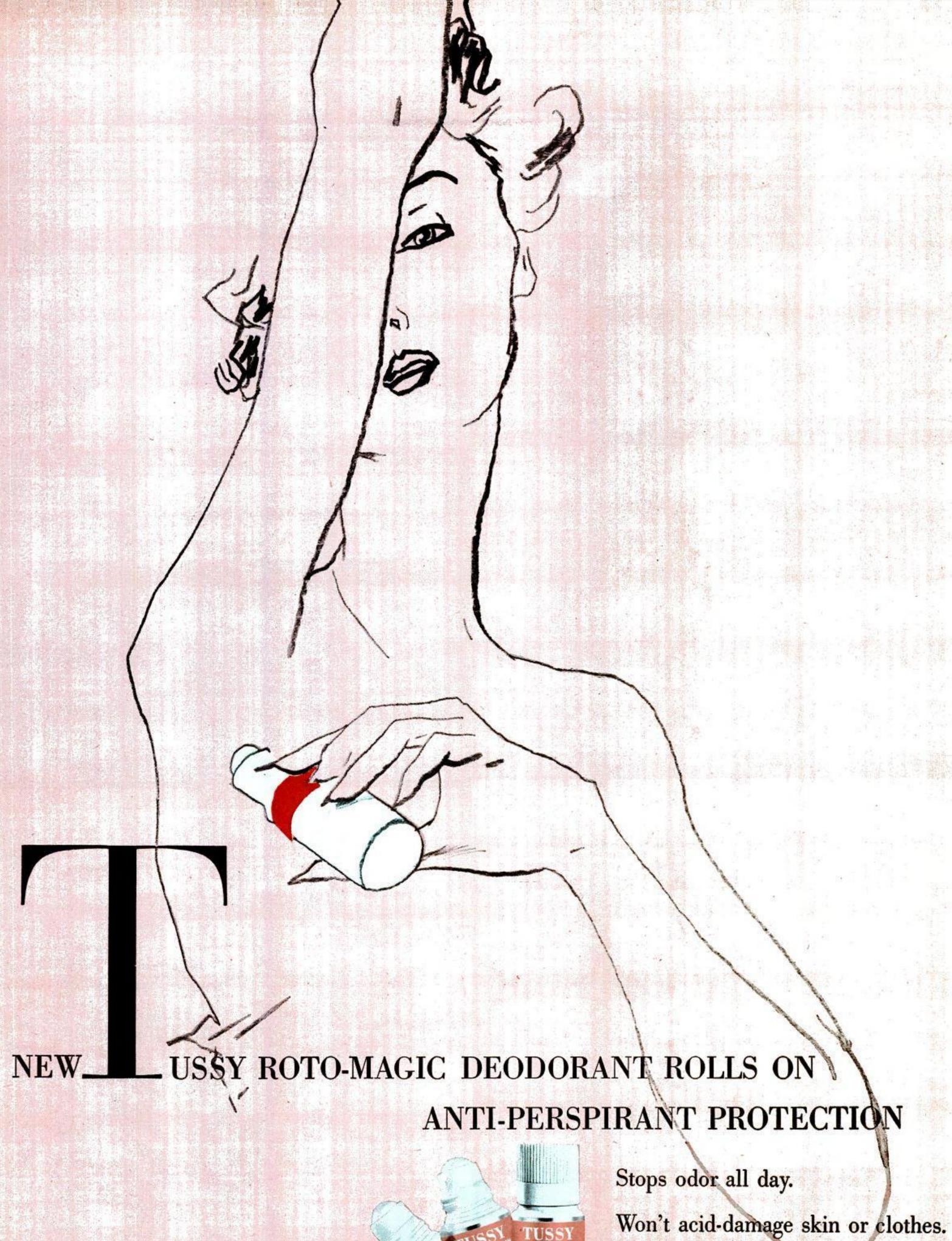
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It's a new Tussy Deodorant

in lotion form. \$1.00 plus tax.



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It's easy to do yourself. Just stop at the hardware store or lumber yard displaying this L·O·F sign and ask for your free "How-To-Do-It" folder. Your dealer will cut LIBBEY·OWENS·FORD Quality Window Glass exactly to the size you need. And, of course, he has the putty and whatever tools you may need!



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a Great Name in Glass



No other ketchup tastes like Heinz

Enjoy the better flavor of Heinz Ketchup in your cooking and at the table. So rich and thick it goes further, costs less to use.







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Then, you get life insurance coverage, and while this policy is in effect, your family will own your car outright, without further payments, in the event of your death. In addition to credit life benefits, you get added insurance that will pay \$1000 to your family if you lose your life in a traffic accident. Greater benefits may be paid if you should lose your life, or sight, or limbs in certain other kinds of traffic or travel accidents.

What's more, you get a bail bond certificate that provides you with bail bond up to \$5,000 if you, or a member of your family, are arrested on traffic accident charges.

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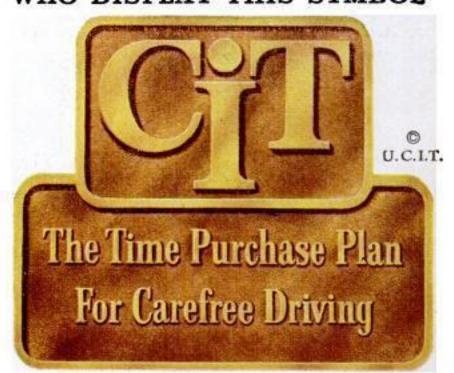
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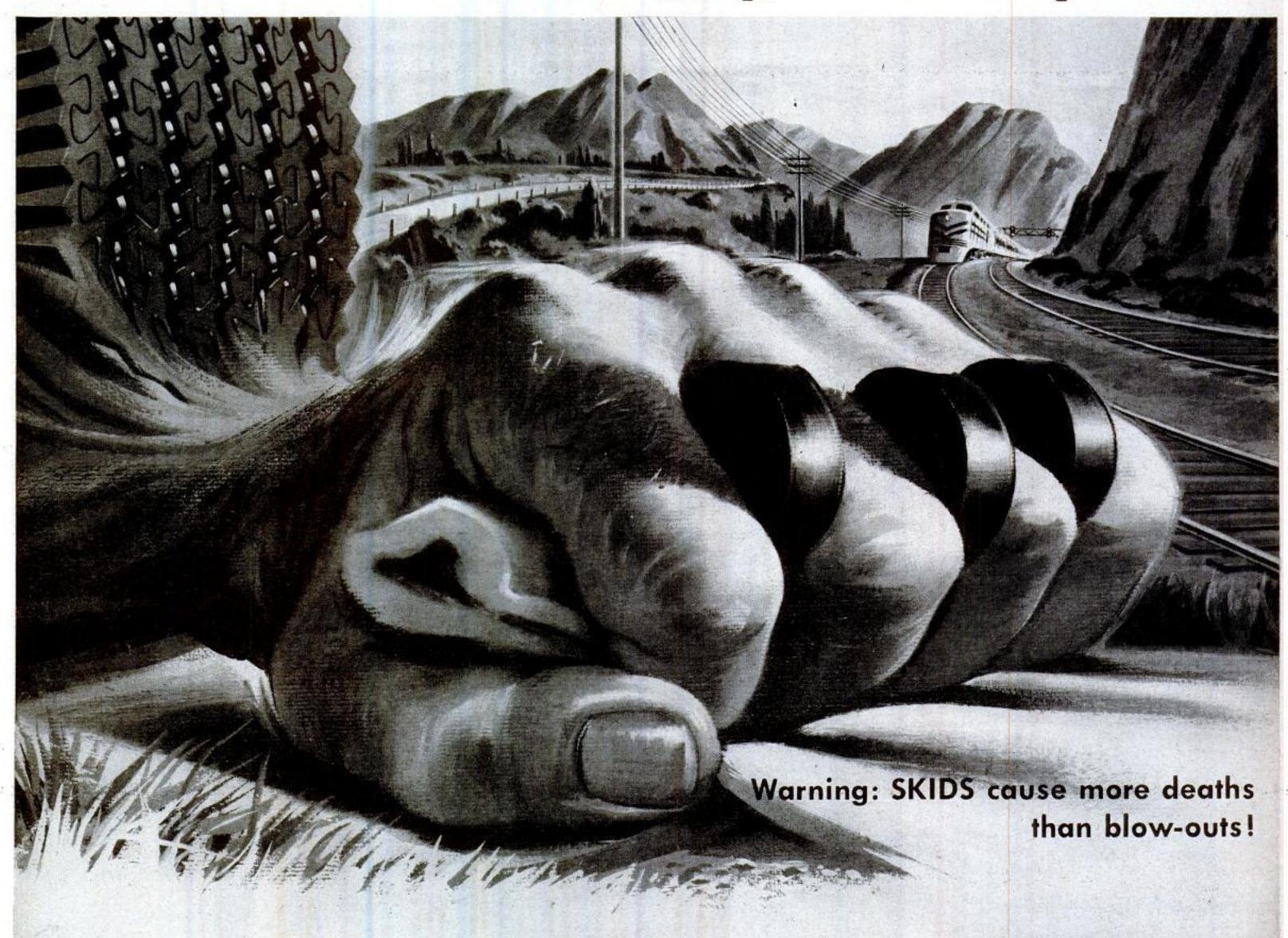
CHOW TIME!... New dog food discovery makes dogs eager eaters. It's New Purina Dog Chow-a full course dog dinner complete with real meat meal. Just moisten and serve.

New Purina Dog Chow



ARMSTRONG TIRES'

"Ounce of Prevention" Grip can save your life



Exclusive Safety Discs Grip Road, Stop Skids As No Other Tire Can





LIKE A SQUEEZED FIST, TREAD RIBS OF ORDINARY TIRES COMPRESS under braking pressure into a smooth, slippery surface . . . lose their grip. Without warning, a sudden skid can bring disaster! Even brand new tires can "go smooth" this way—and you skid!





LIKE FIST AT LEFT, ARMSTRONG TIRES CAN'T SQUEEZE SMOOTH. Safety Discs keep tread open so it always grips, no matter how hard you brake. Look for these patented Safety Disc Tires when you buy. They stop skids as no other tires can, yet cost no more.

ARMSTRONG
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UNCONDITIONAL ROAD HAZARD
LIFETIME
GUARANTEE

The longest, strongest guarantee in the industry.





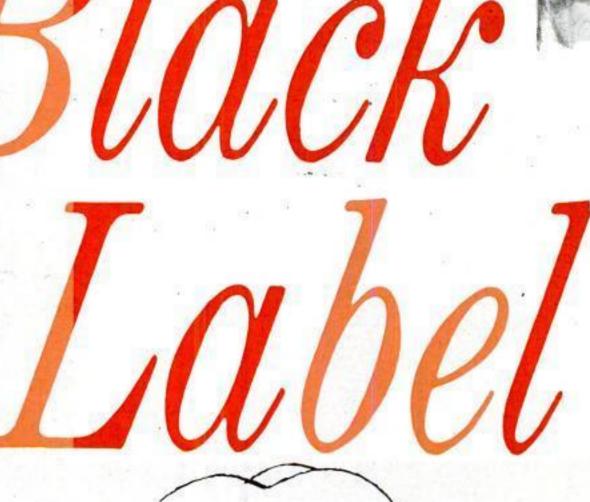
MAKERS OF ARMSTRONG Twe Town FOR FURNITURE AND BEDDING . HOME OFFICE, WEST HAVEN, CONNECTICUT

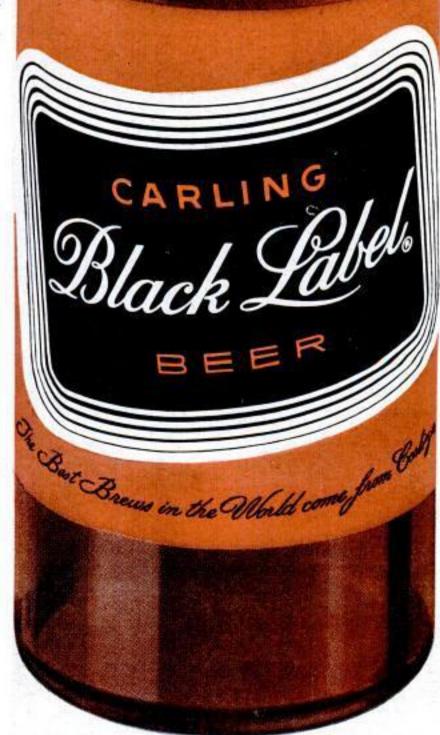
Hey Live

There goes that call again...
that friendly, cheerful call again

Mabel...

CARLING





The premium beer at the popular price

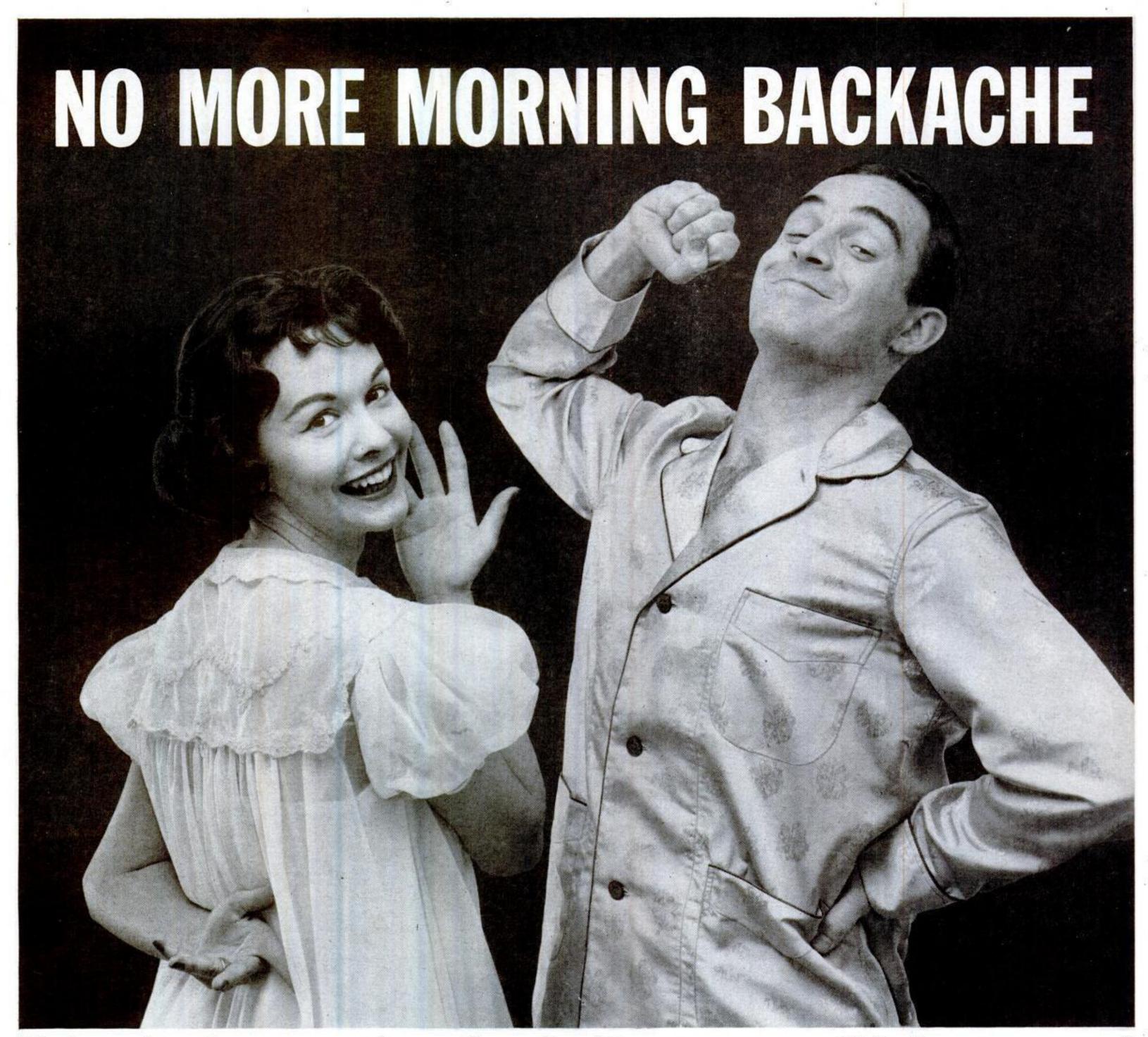
Have you tried Carling Black Label Beer? It's a pleasure to drink...and it's priced for your pleasure, too.

Next time you buy, give Black Label a try.

CARLING BREWING COMPANY, Cleveland, O., Belleville, III., Frankenmuth, Mich., Natick, Mass.

The best brews in the world come from Carling





Take it from us...Sealy <u>Posture</u>pedic is a must

Boy, do we feel good! We wake up in the morning refreshed, alive, eager to face the day ahead . . . thanks to the wonderful sleep and support we get on our Sealy Posturepedic! Take it from us! If you want to live life to the fullest-really enjoy every day, get yourself a Sealy Posturepedic.

Mattress and matching foundation, still only \$7950 each

40 NIGHTS' FREE TRIAL OFFER!

Sleep-test the Sealy Posturepedic in your own home for a full 40 nights! Let your body judge how tired, aching muscles and tense nerves respond to the Posturepedic's scientifically firm support. Then, if you are not fully satisfied, return the mattress and get your money back!



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due to sleeping on a too-soft mattress



DESIGNED BY DOCTORS **USED BY DOCTORS** RECOMMENDED BY DOCTORS

Advertised in the Journal of the American Medical Association



EXCITING NEW PIE IDEA...Cool, quick, delicious filling, The secret is <u>Carnation</u>-the milk that whips!

So light! So refreshing! So very, very smooth! It's Carnation's whipping qualities that make this pie filling possible. And it's Carnation's special blending qualities that give it a smoothness you can't get with any other form of milk – or even with cream. Delight your family – whip up a cooling Fluffy Fruit Pie today.

FREE: Mary Blake's colorful 8-page booklet, "Perfect Pies." For your copy, write Mary Blake, Carnation Company, Dept. LM-97, Los Angeles 19, California.

FLUFFY FRUIT PIE



other fruit-flavored pies. In place of crushed pineapple, cherry juice and cherries, use 1¼ cups crushed pineapple, applesauce, apple juice, orange juice, grape juice, prune juice, apricot nectar or pineapple juice.

9" baked pie shell
(use GOLD MEDAL
FLOUR and NEW SPRY
SHORTENING—see
directions with GOLD
MEDAL FLOUR sacks.)

MEDAL FLOUR sacks.)
3/4 cup crushed pineapple

*Chill CARNATION EVAPORATED MILK in ice cube tray 15-20 minutes, or until soft ice crystals form around edge of tray. Bring pineapple and cherry juice to a boil. Add gelatin and stir until dissolved. Stir in sugar. Chill about 30 minutes or until mixture mounds slightly when dropped from spoon. Whip milk and lemon juice until stiff. Pour on top of gelatin mixture. Beat in slowly with rotary beater or electric mixer on low speed. Fold in cherries. Pour into chilled pie shell. Chill several hours until firm.

1/2 cup sugar

1/4 cup maraschino cherry juice

1 pkg. lemon-flavored gelatin

CARNATION EVAPORATED MILK*

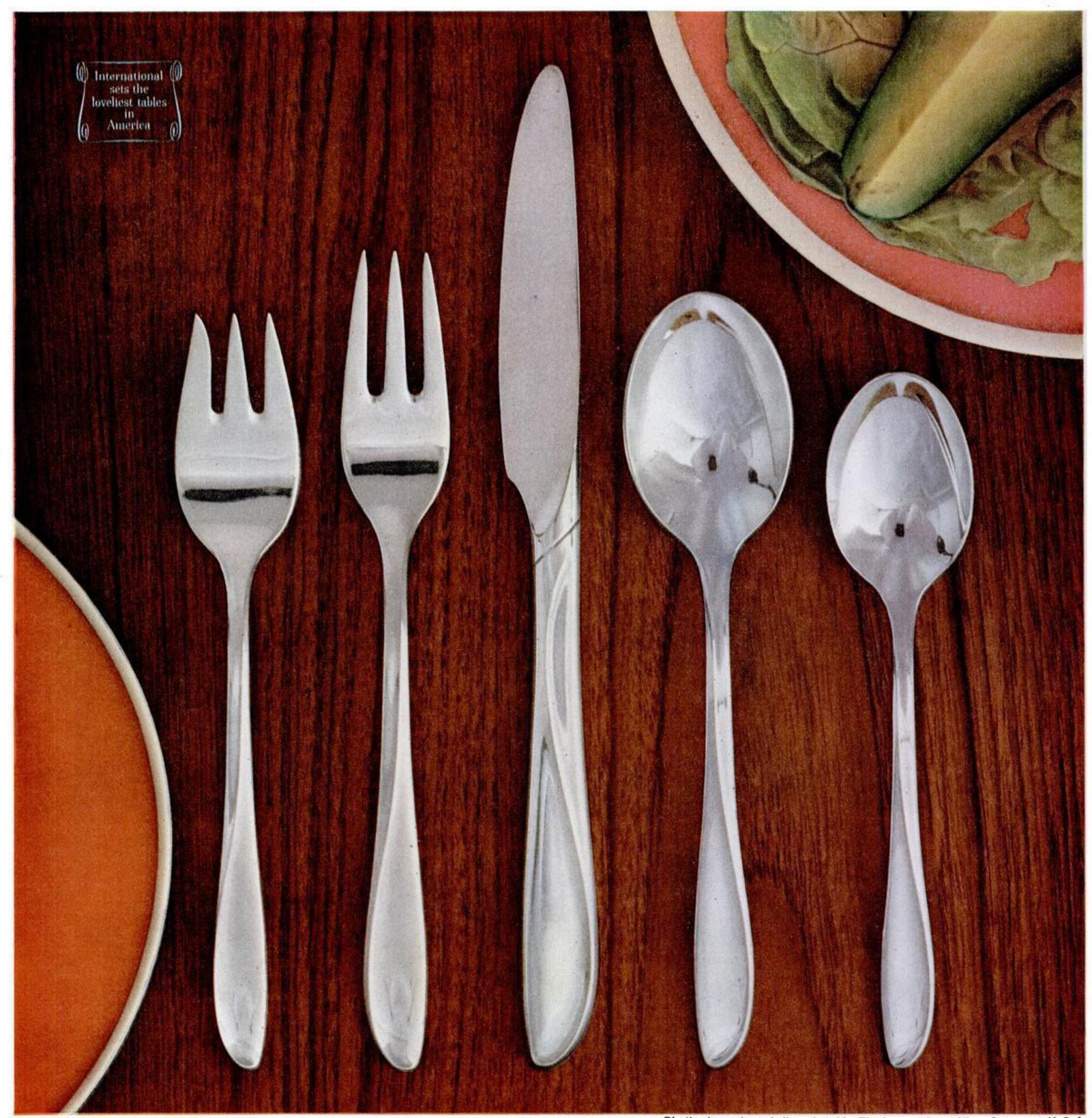
1/4 cup sliced maraschino cherries

1 cup chilled undiluted

1 tbsp. lemon juice



"from Contented Cows"



Rhythmic made and silverplated by The International Silver Company, U. S. A.

Dramatic, carefree, contemporary—and luxurious as only DeepSilver can be!

New Rhythmic

Rhythmic's sweeping lines stem from the beauty of life today. The curve of a plane's wing, the sweep of a new building... No wonder it fits so perfectly into your ideas of good living. See how the handles swing inward to accent a buffet arrangement, or create a balanced place setting. Notice the totally new scale that makes each piece "work" better...and the clean, carefree surface. Feel its enviable extra weight. You'll know this silverplate must be yours—yours forever—because it has so much extra

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Extra silver all over every piece

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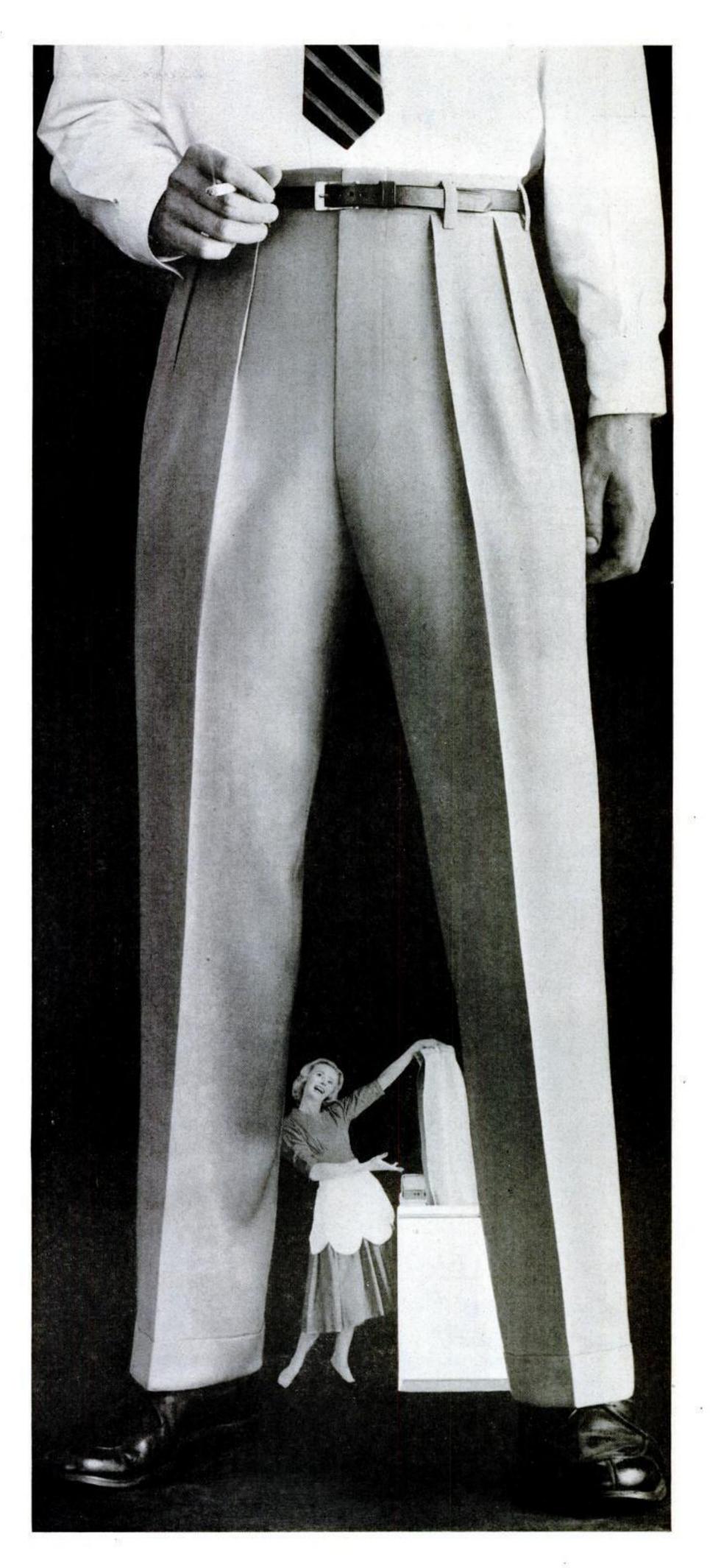




Look for this guide to lasting neatness

This tag featured on slacks indicates that the fabric contains sufficient "Dacron" to provide the extra benefits that have made "Dacron" a popular favorite.

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LETTERS TO THE EDITORS

AID TO ISRAEL

Sirs:

What a refreshing change, to read of people's unselfish, devoted service to a worthy cause—your most informative article on the United Jewish Appeal ("Aid from U.S. to Israel,"LIFE, Aug. 12). As one of the thousands of little people who donate a few dollars and a little service, I found much to inspire me. Thank you for printing the story without bias.

MRS. SAUL M. GOLDSTEIN

Birmingham, Ma.

Sirs:

It is tragic that Israel and American Jewry plan to bring 110,000 Jews into Israel but cannot find room for any of the million Arab refugees from Palestine. WILLIAM PERSEN

New York, N.Y.

Sirs:

Wouldn't it be wonderful if the wealthy Arab moguls viewed their destitute brethren in the same high esteem as American Jews view their brothers?

SANFORD ZWICKLER

Brooklyn, N.Y.

U.S. JEWS' VIEWS

Sirs:

How unfortunate that your truly excellent presentation of the work being done by U.J.A. had to be followed by such distortion ("How U.S. Jews View Jewish State," LIFE, Aug. 12). It can scarcely be oversight that not a single picture of a Zionist is included, though the portrait of Lessing Rosenwald is conspicuous as a leading anti-Zionist.

In the text, 10 lines are given to the Zionist point of view, upheld by far more than the 750,000 American Jews you mention. Almost twice that space is devoted to the American Council for Judaism, an insignificant handful of frightened Jews, considerably less than the "fewer than 20,000 members" you mention.

RABBI ROLAND B. GITTELSOHN

Boston, Mass.

Sirs:

Mr. Steiner apparently does not know one of the factors which motivates me to make my contribution. I help the U.J.A. and therefore the upbuilding of the state of Israel not only because I am pro-Israel but because I am pro-American. I think it in the best interests of the U.S. to have a democratic ally in the Middle East. Perhaps I would have to give less, too, if the U.S. government did not have such harsh immigration laws. To rectify an imbalance in justice is a Jewish religious precept.

RABBI SAMUEL M. SILVER

New York, N.Y.

Sirs:

The article by George Steiner is, in the best traditions of Life, excellent. To me, a Jew, it appears objective, incisive and clear. Now, when asked by a Christian colleague how I view Israel and all it entails, I can refer him to Life.

EUGENE A. FIELD, M.D.

Providence, R.I.

Sirs:

True to the rule that the worst anti-Semites are Jews themselves, Mr. Steiner has offered dangerous ammunition for the run-of-the-mill bigot, and has even left

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the casual reader with the impression there is a real Jewish movement to gain world ascendancy by bludgeoning the cowering American Jew into a state of fanatical financial support of Israel. Israel has interest for me only as it affects me as an American; I am a Jew.

G. J. LISH

Tucson, Ariz.

Sirs:

Dr. Steiner has captured the essence of the Jewish feeling. As an American Jew who recently encountered the shattering experience of religious discrimination in seeking a job, I was grateful to have been able to pause a while with this article and take pride in my heritage. Many thanks.

BEVERLEY JANE YOUNG

Phoenix, \riz.

Sirs:

May a former teacher in the Near East and a frequent visitor to Israel congratulate you on the Steiner article?

MAYNARD OWEN WILLIAMS

Garrett Park, Md.

Sirs:

Steiner's article is a conscious effort to cover varying points of view. I do not, however, agree that there is any such thing as the "Jewish vote." I did not carry New York City, where many of my coreligionists live, though I ran well there. A serious omission was the absence in the article of any substantial development of Israel's reliability and essentiality as a free world ally in the Middle East. To premise upon emotional ties the whole status of U.S.-Israel relations by those who are deeply interested in them is to omit vital, indispensable and decisive considerations in our national interest which determine aid to Israel.

SENATOR JACOB K. JAVITS

Washington, D.C.

Sirs:

Steiner asserts that Jews frequently tend to vote for a Jewish candidate "irrespective of his party." In the senatorial race of 1956 in New York City, Mayor Wagner, a Catholic, led Javits, a Jew, by about 450,000 votes. But in upstate New York where there are few Jews, Javits ran nearly 900,000 votes ahead of Wagner.

IRVING M. ENGEL President

American Jewish Committee

 Steiner agrees his interpretation of the New York State election was incomplete and, because of too many other factors, cannot be considered a clear case in point.—ED.

TEEN-AGE BRUTALITY

Sirs:

It is with heavy heart 1 write, as I am the mother of Michael Farmer who was just slain by teen-age terrorists. My pen too is heavy because of the way LIFE depicted the Jesters ("Teen-Age Burst of Brutality," LIFE, Aug. 12). While Michael was not a member of the Jesters he was a close friend to most of these boys. They are a fine lot of boys, not a gang of hoodlums.

These boys went from house to house collecting money at the time of my Michael's death and presented Mr. Farmer and myself with \$100 in cash, and they presented Michael with a chalice. Michael's name is engraved on the chalice and I am sending it to a Maryknoll missioner who is a dear friend of ours in Bolivia. Each day that the priest offers the Mass and raises this chalice it is offered for Michael's soul.

THELMA FARMER

New York, N.Y.

YOUTH IN MOSCOW

Sirs:

No wonder some of Mr. Rosen's fellow Americans were irritated when he dipped the U.S. flag to Khrushchev ("Youth from 102 Lands Swarms over Moscow," LIFE, Aug. 12). Doesn't this "self-appointed leader" know that the flag of the United States should never be dipped to any flag or to any person—not even our own President?

WILLIAM V. BRADSHAW

Fort Worth, Texas

• The U.S. Flag Association says the flag should never be dipped to any person or any thing.—ED.



COMMUTER IBSEN ON HIS DRY TAKE-OFF

MISCELLANY

Sir:

It's puzzling how Don Ibsen managed to remain fairly dry ("A Water Skier's Cool Commute," LIFE, Aug. 12) when any water skier knows you have to take off in at least waist-high water.

SUZETTE GAUTIER

Fanwood, N.J.

 To start, Ibsen sits on dock with skis just touching the water, never gets more than ankle deep at take-off.—ED.

MOTEL ON A HILLTOP

Sirs

I have just read your fascinating story. "Motel Hung on a Hilltop" (LIFE, Aug. 12), but why be so tantalizing? Where is it?

RAMSAY C. REGESTER

Bryn Mawr, Pa.

• The Motel on the Mountain is at Hillburn, N.Y., iust north of Suffern.—ED.

LIFE'S COVER

Sirs:

The "Swedish charmer" on your cover looks to me like nothing so much as one of those nightmarish creatures which emerge from the depths of the radioactive sea in science fiction.

W. RAYE

Ottawa, Ont., Canada

SUMPTUOUS SWEDISH SMORGASBORD

Sirs:

Your article on the three new Swedish starlets ("Sumptuous Swedish Smorgasbord," Life, Aug. 12) was highly appealing. When I knew Inger Stevens, she was an attractive student by the name of Inger Stensland, from Manhattan, N.Y. in the highly midwestern high school of Manhattan, Kan. around 1951. At that time she was already very active in dramatics.

JOE HOLBERT

Manhattan, Kan.

 As Inger Stensland, Miss Stevens attended the High School of Music and Art in Manhattan. N.Y. in 1950 and Manhattan Senior High School in Manhattan, Kan. in 1951-53.—ED.

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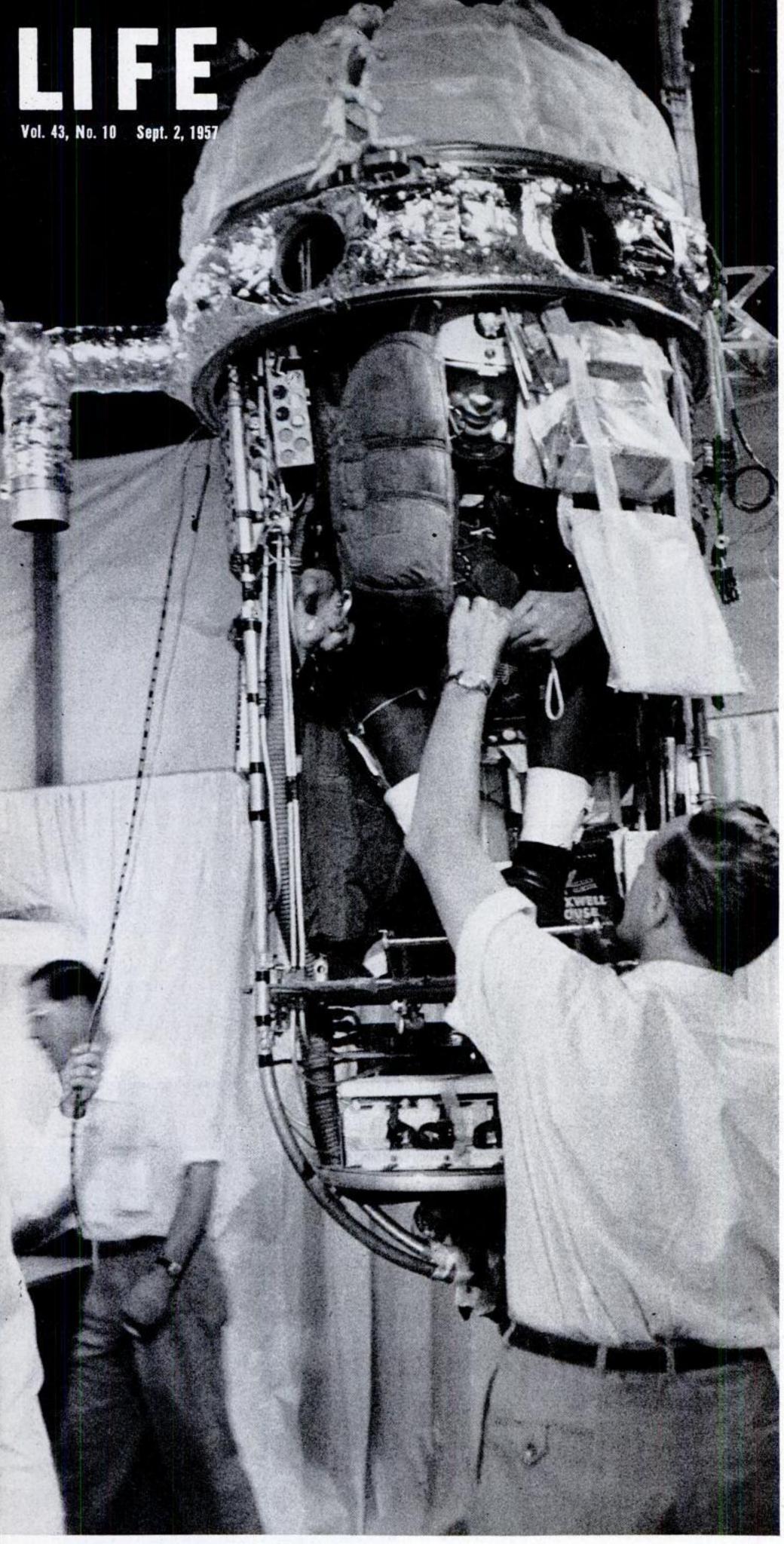
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PACKED IN, Simons settles into inner framework of gondola about to be lowered into casing. Here he adjusts parachute with help of flight director, Otto Winzen. Technician at left holds radio antenna.

Tube resembling stovepipe at left is section of telescope. Bags to right of head hold camera, candy bars. Box with holes to left of parachute is tape recorder case. Bottom left is emergency battery pack.

A JOURNEY NO MAN HAD TAKEN

BALLOONIST INVADES SPACE, BRINGS BACK VIVID RECORD

by MAJOR DAVID G. SIMONS

Last week Air Force scientist Major David G. Simons, 35, set a new altitude record for balloonists of 100,000 feet. On these pages, with the assistance of Life Reporter Don Schanche, Major Simons describes his epic 32-hour flight. Many of the photographs were taken by Simons.

I have just returned from the fringe of outer space, more than 19 miles above the earth. As I write this it is less than 24 hours since the hermetically sealed aluminum capsule which was my dwelling and scientific laboratory for 32 hours above the earth settled heavily in a field of flax on a South Dakota farm. My impressions of the 100,000-foot-high balloon flight which made me the first man to spend an appreciable length of time above 99% of the earth's atmosphere are still vivid.

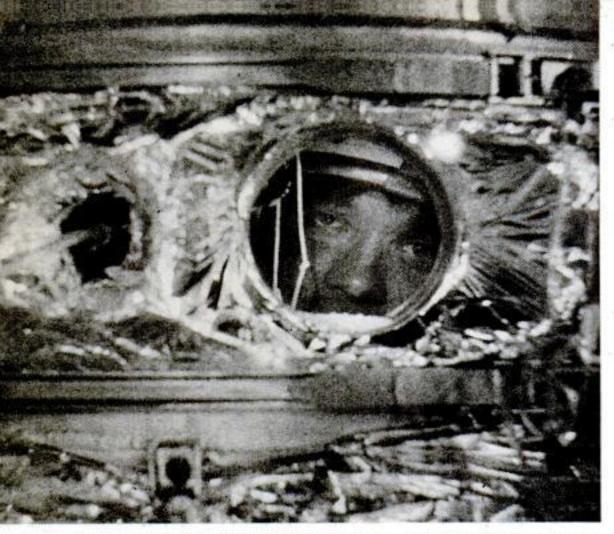
During the flight I experienced fear that approached panic. It would be silly to deny it. There were crises that might have been fatal to anyone but a trained balloonist who was also an aero medical physician and amateur

meteorologist.

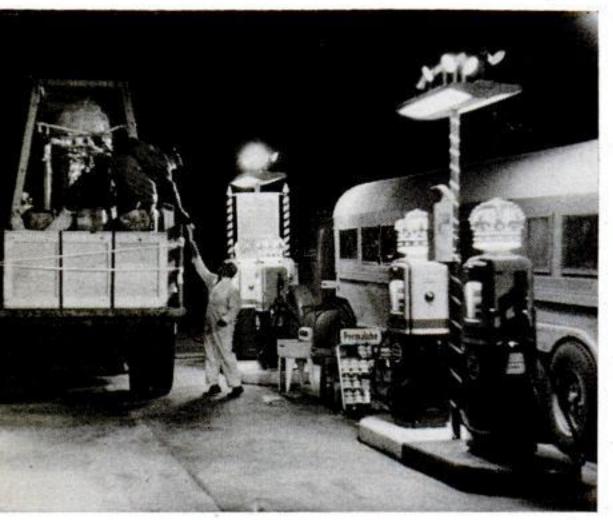
It was 10 p.m. (C.D.T.) Aug. 18 when I settled into the comfortable nylon net seat of my aluminum capsule for the beginning of Operation Man High. I was not to leave that seat until 5:32 p.m. Aug. 20-431/2 cramped hours later-and by then it would not be so comfortable. Around me in the three-by-eight capsule-approximately the size of a telephone booth—were batteries of instruments, balloon controls, altimeter, temperature and pressure gauges, cameras, the viewing end of a five-inch telescope, a tape recorder, food, drugs, a thermal suit which I could put on over my pressure suit for protection against cold and scores of other items.

One unscientific item was a neatly typed note stuck to one wall of the capsule. "Have all the fun you want," it said, "but don't jump up and down." It was from Otto C. Winzen, who had built the balloon and capsule and was in over-all command of the flight. The note was his way of chiding me because I sometimes get so excited over our research that I do feel like jumping up and down.

At 10:40 p.m., after Winzen's research engineers and I had checked the instruments and switches in the capsule, my boss, Colonel John Paul Stapp, reached in to shake hands. He is a



PEEKING OUT through gondola porthole, Simons watches as he is loaded onto a truck in Minneapolis.



EN ROUTE TO LAUNCHING, Simons stays sealed inside his gondola as truck carrying it stops for gas.

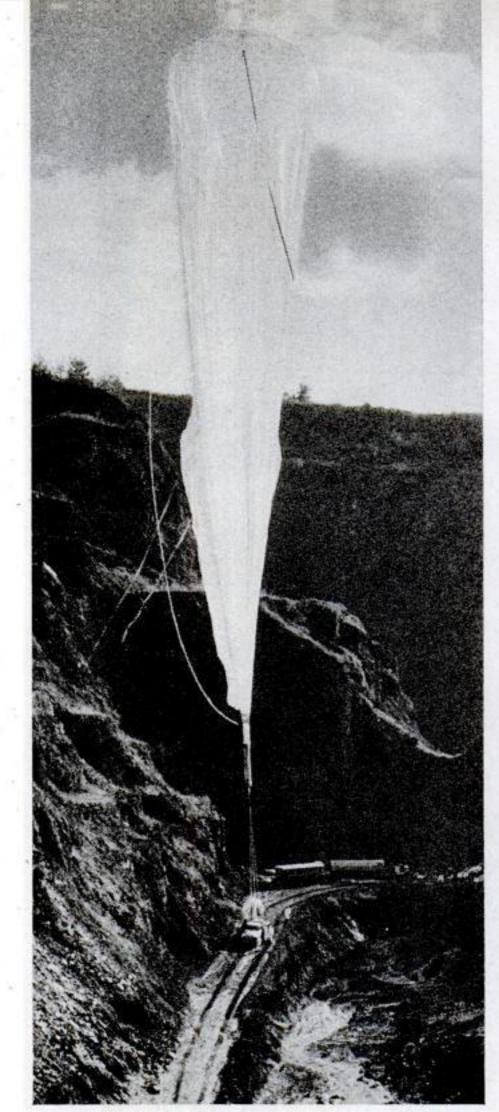
Edge of Space CONTINUED

jet-age pioneer whose fertile mind had originally conceived the Man High project. He is also a terrible punster, if he will forgive my saying so. "Major," he said, "you are about to reach the high point of your career."

Then the capsule was sealed. From that moment on, I was living in my own private atmosphere. It was completely unlike the air you breathe. Circulating inside the capsule was a mixture of oxygen, helium and nitrogen. As I breathed this mixture it flushed the excess nitrogen from my blood stream, thus protecting me from an attack of the "bends" in the event of an emergency decompression inside the capsule at high altitude. My personally tailored high altitude pressure suit would keep my body at survival pressure if the capsule suddenly broke open.

The oxygen-helium-nitrogen mixture had one disconcerting effect. Because helium is an extremely light gas it did not put as much pressure on my vocal cords when I talked as does normal air. As a result, my voice rose in pitch almost a full octave. After a few minutes of squeaky-voiced radio conversation, I noticed that I was subconsciously lowering my voice pitch to normal by muscular control.

The sealed capsule, with me inside, was trundled in a flat-bed truck 150 miles from Winzen's plant near Minneapolis to Crosby, Minn. At Crosby we headed for a deep open pit iron mine. Launching the balloon from the pit would give us 425 extra feet of calm air—essential for a balloon of three million cubic feet capacity. If even light, 8-to-10-mph winds caught



READY FOR ASCENT, gondola is attached to inflated balloon in an iron mine pit at Crosby, Minn.

the thin polyethylene skin, which at .0015 inches is only about half the thickness of this Life page, the balloon would act like a sail, catch the wind and dash itself and perhaps me against the jagged walls of the iron mine.

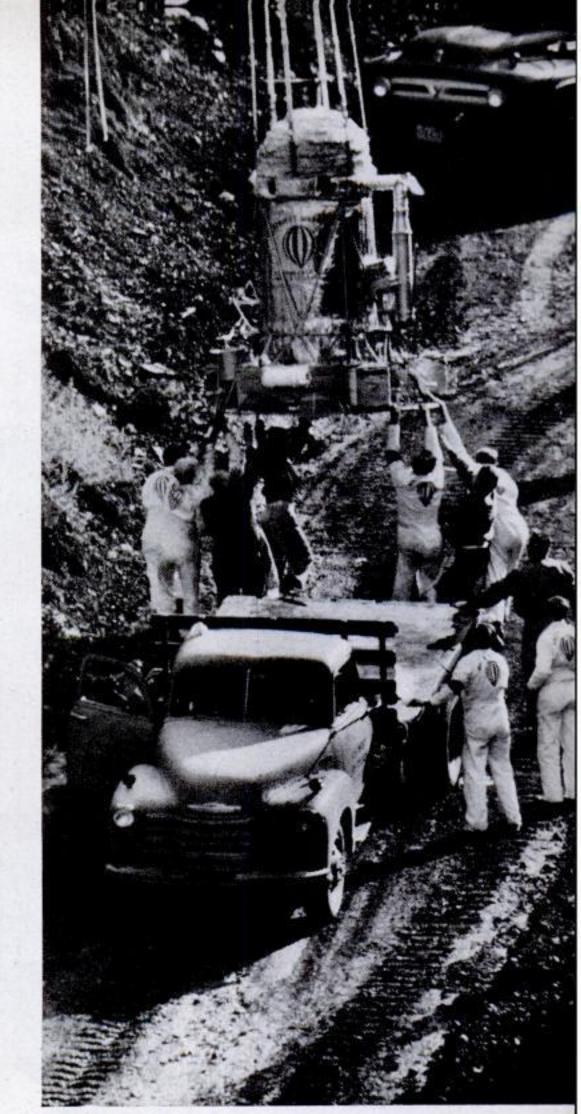
The convoy wound down into the mine. Then time dragged on as the giant balloon was stretched out and began to swell with the helium being pumped into it. We were already an hour behind schedule at 8 a.m.

All six observation portholes surrounding my seat in the capsule were soon fogged over because of the evaporating dry ice. I was unable to see all of the launching preparations because my gondola was fastened to the balloon, but I was kept informed by radio. And there was trouble.

A reinforced plastic band had caught around the base of the balloon after inflation, like a rubber band wrapped around the neck of an inflated toy balloon. The band was on the balloon 30 feet above ground. To ascend with the bottom of the balloon sealed by that band would be suicidal, since heat and diminishing air pressure at high altitude would cause the helium inside the balloon to expand. Without an open vent at its base, the balloon would surely burst.

The wind continued to rise while a frantic search for a ladder began. At last an extension ladder was found at the mine. While six men held it, Otto Winzen's wife and associate Vera, who confesses to a life-long fear of climbing higher than the third rung of any ladder, scrambled to the top and cut the obstructing band away.

With very little time remaining, Otto decided to edge balloon and capsule deeper into



TAKING OFF, gondola is steadied by ground crew to keep it from banging against rocky wall of mine.

the mine to get it farther away from a steep overhanging cliff. By now the wind was close to the danger point. It caught the balloon, which began to turn. Otto quickly had the crew walk the gondola downwind, holding tight to the bottom of the capsule to keep the straining balloon from taking off. When the gondola was directly under the balloon, he shouted, "Let her go!" I was on my way.

Because a climbing balloon accelerates very slowly, I felt no sensation of being released.

SUNRISE, SEEN FROM 70,000 FEET, APPEARS AS A





SIMONS' VIEW OF TAKE-OFF, as photographed through one of his six portholes, shows workmen

paying out radio antenna which will dangle beneath the gondola. Tanks on truck and trailer held helium

for the balloon. Simons made his photographs, including Life's cover, with his own 35-mm. camera.

In fact, although my portholes were now clear and I could see, I was not fully aware that I had been launched until the first two seconds passed. Looking through one porthole into a split mirror which was mounted so I could see straight down and straight up, I watched the earth fall away, gradually changing from a world of color and detail into a mass of dull brown and green. Then I turned back to my work inside the capsule.

I had 25 experiments to perform during the

trip. Astronomers wanted me to observe the moon and Venus. Meteorologists wanted observations. Everyone wanted pictures of what I saw of cloud formations. Upper atmosphere physicists wanted observations of the aurora borealis.

For my own medical research program I wanted to record my physical and mental reactions to confinement and discomfort in a completely alien environment. I also wanted to know the effects of cosmic ray bombardment

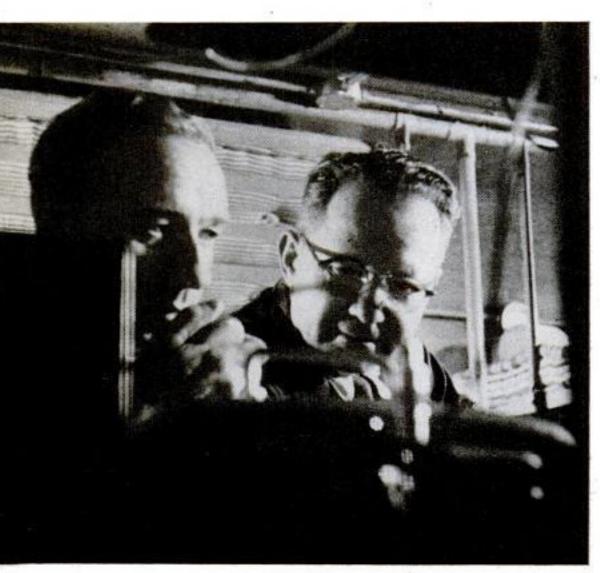
on my body. To this end I wore photographic track plates taped to my arms and chest. Under the plates, indelibly etched on my skin, are tattoo marks which I had put there so that the developed plates, showing where the cos-mic particles hit, can always be matched against my skin to find the otherwise invisible spots of penetration.

I will be studied for several years to find what effects there were.

Rising above the troposphere, where over

CONTINUED

NARROW ARC OF BRIGHT LIGHT SEPARATING HORIZON OF DARK EARTH AND THE SKY, WHICH SIMONS REPORTS VARIED AT TIMES FROM BLUISH PURPLE TO BLACK



SWEATING IT OUT from radio truck, Winzen and Colonel John Stapp talk to Simons as he ascends.

Edge of Space CONTINUED

75% of the earth's atmosphere is compressed to form the ring of air in which we live, I began to read off some of the items over which I had to maintain a constant watch and report frequently to the radio van below. There was capsule pressure, altitude, oxygen pressure, temperature and the percentage of carbon dioxide in the capsule from my own exhalation. Taped to my chest was a microphone which acted as a stethoscope, radioing my heartbeat as a beep signal to Dr. Stapp on the ground. On the same automatic radio beacon another device strapped around my chest reported each breath as a hee-haw sound. The radio van used the same beacon to determine the balloon's position.

Looking down, I thought I could see Lake Michigan to the east as I reached my ceiling altitude, which was unofficially figured by radar at about 102,000 feet.

Above me I saw something I did not believe at first. Well above the haze layer of the earth's atmosphere were additional faint thin bands of blue, sharply etched against the dark sky. They hovered over the earth like a succession of halos. They are apparently thin shells of dust on whose presence scientists have previously only theorized.

My field of vision from that altitude covered a radius of at least 400 miles, more than half a million square miles of the United States. Far off to the west I saw something which fascinated me. Huge areas were covered over with thick clouds, including a number of thunderheads-something which our weather forecast had not predicted.

But now there were signs of other trouble. Otto Winzen was calling. His voice had been with me almost constantly while I was in the air. Now he was disturbed. My pulse and respiration were no longer being received over radio by the van, which by this time had followed me to Detroit Lakes, Minn. The same radio beacon also had been used to fix my exact position and altitude. Now, with this radio out, it would be difficult to track me from the ground during the night except by radar. If thunderstorms crossed under the balloon, there would be too much radar interference to see me at all. There also was evidence of trouble with my high frequency voice communications radio. If it broke down, I would be totally isolated

-alone in the night, miles above the earth. Colonel Stapp came on the radio. "I'm going to leave it up to you, Dave," he said. "Do you want to come down?" I thanked him for let-

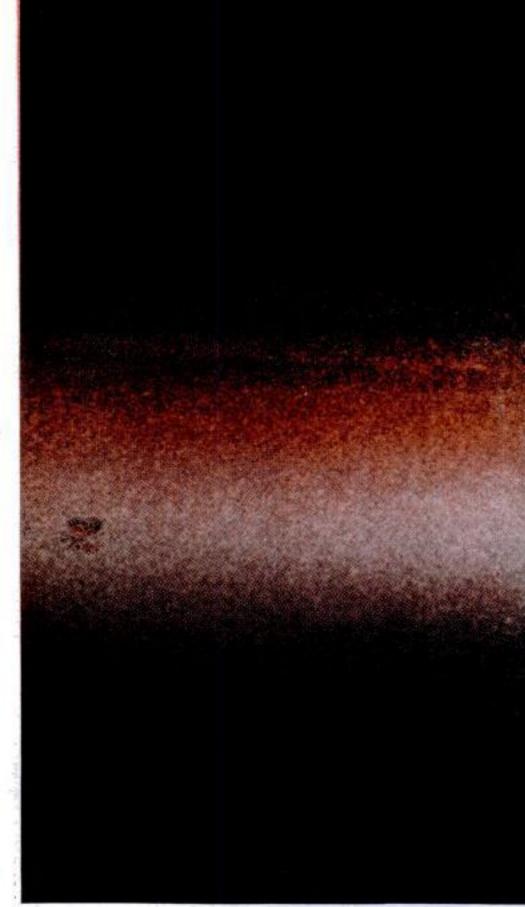
ting me decide. "No," I said, "I want to stay up." I still had dozens of things to do.

As I sat there watching the instruments, I thought of the long road we had traveled to reach this point. Since 1954, I had been working closely with Otto Winzen. He, his wife and I had begun on a low budget Air Force project sending mice, guinea pigs and monkeys to high altitudes to study the effect of cosmic rays.

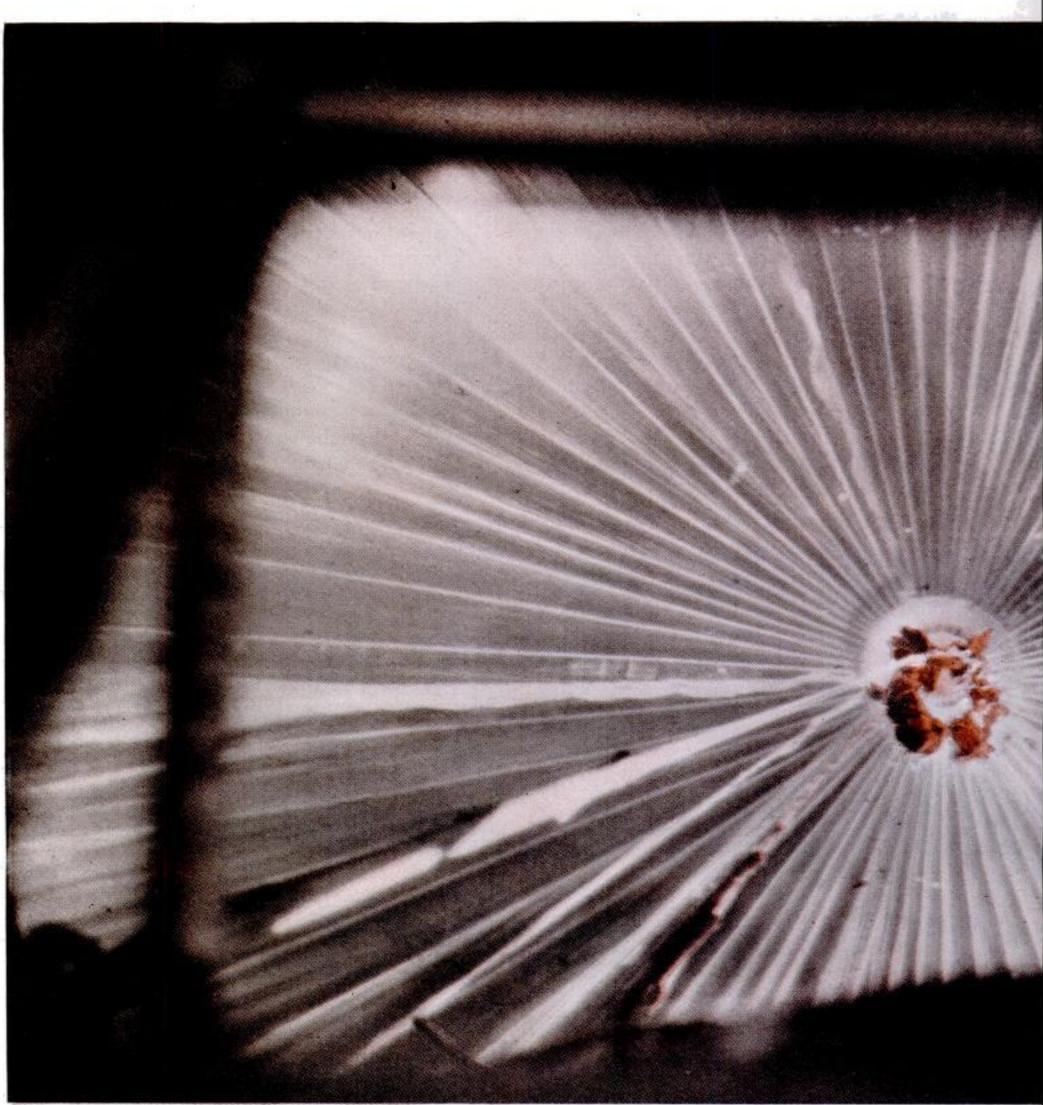
Our budget was only about half as much as we needed. The Air Force, meanwhile, has been spending enormous amounts of money trying to lick the problem of fitting man into today's supersonic jets. Our first manned test flight took place last June, when Captain Joe Kittinger ascended 96,000 feet for one hour and 50 minutes (Life, June 17). This took every penny the Man High project had.

We were flat broke at a climax to our years of research. Then Otto, who came here from Germany in 1937, staked us to the resources of his tiny Winzen Research Inc. which spends 90% of its effort on relatively profitless balloon research and 10% making plastic bags such as the ones your vegetables come in. He literally underwrote all costs of my flight, but shared its sponsorship with the Air Force.

As I sat there in the capsule, my thoughts were interrupted by the most startling, most



BRILLIANT SUNSET, PHOTOGRAPHED BY SIMONS

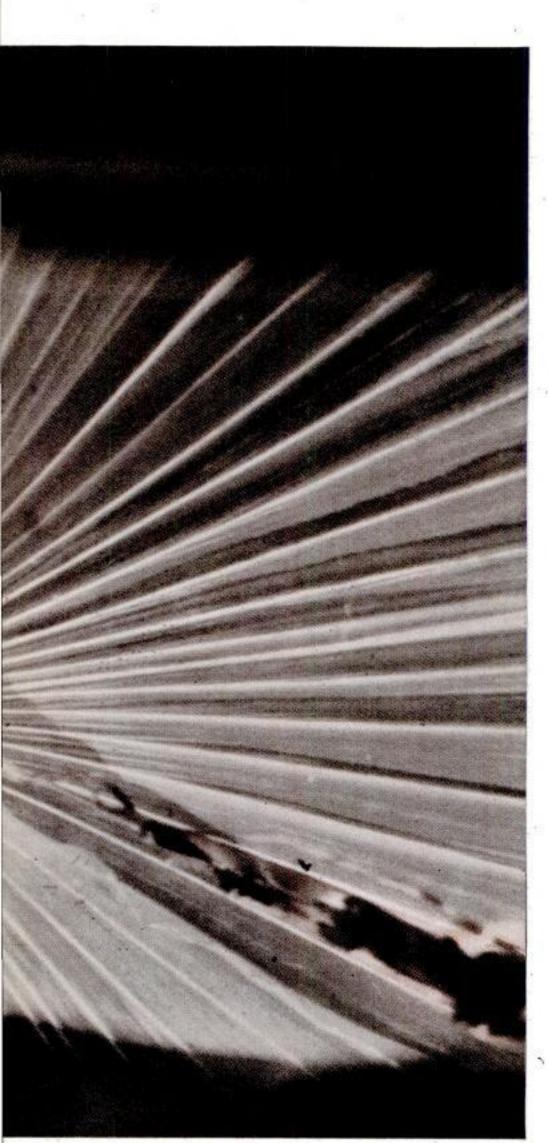


STRAIGHT-UP VIEW, photographed during flight, shows bottom of the balloon and red parachute in

center. White fluted lines radiating out from ring above chute are stress ribbons on balloon. In event



AT 96,000 FEET, IMPRESSED HIM MORE THAN ANY OTHER SIGHT ON HIS 32-HOUR FLIGHT. TWO SPOTS ARE SUN (LOWER) AND REFLECTION OF IT IN WINDOW



of trouble, Simons could operate controls to separate chute from balloon and lower gondola to earth.

arresting sight I have ever seen and the one impression of my flight I will carry with me longer than any other: sunset through the pristine clarity of the edge of space. It is difficult to communicate its full beauty. Above the distant clouds a thin, reddish, salmon-pink band of atmosphere glowed as the sun edged below the earth's horizon. The salmon glow was crowned by a strip of blue. The color was light and yet intense, as if someone had lifted a veil from an ordinary blue sky to leave it polished and bright. And it was utterly clean, without dust and air to diffuse it. Above, surprisingly, the stars were shining brilliantly.

Later, through my five-inch telescope, the stars appeared as steady, bright lights, not twinkling and diffused as we see them on earth. I was unable to observe more than that. The capsule was facing in the wrong direction to give me a telescope view of the moon, and there was no way to turn it around. Every time I moved inside the capsule a slight but maddening rotation began. To stop it, I had to sit perfectly still for 15 minutes at a time. When I moved to the telescope eyepiece the motion began again.

Later in the night, I watched a spectacular astral scene. It was Venus setting beyond the earth's horizon. From my vantage point I was looking at the planet through two atmospheres of earth, like the two thicknesses of a glass tumbler when you look through the curved sides. As the light of Venus passed through the bands of atmosphere, the faraway planet twinkled slowly in brilliant colors: first yellow, then green, then red, as if someone were rolling a giant stage light filter between Venus and my eyes. Each color held for about one second.

It was now past midnight and the capsule had begun to get cold. Fatigue was getting me. I cat napped quickly between observations. As I read some check points to the radio van, now parked at Fargo, N. Dak., Colonel Stapp brought me up short. "Your voice sounds lethargic," he said. "Have you eaten yet?"

I had completely ignored food except for a cheeseburger eaten during my ascent. "Better eat a couple of candy bars to bring up your blood sugar," Stapp said. I did and felt much better.

During the night my altitude had dropped to about 84,000 feet as a result of the cooling and contraction of the gas in the balloon. I dropped some ballast, but the balloon continued to settle. As it dropped, the temperature inside the capsule dropped, too, to 34°. I had to slip into my thermal suit to keep warm. In my cramped space it took me 25 minutes to wriggle it on.

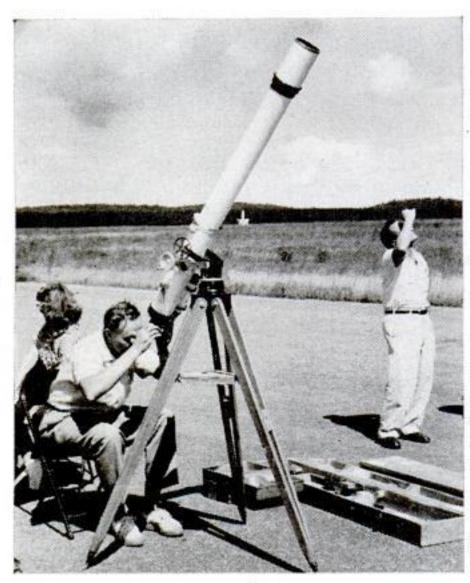
Below me now, around 4 a.m., the thunderstorms had moved in. From my altitude, about 70,000 feet, I could see several thunderheads flashing beneath me. They reached an altitude of nearly 68,000 feet. To a meteorologist, this is almost unbelievable. These cloud formations have been thought to rise not much higher than 55,000 feet anywhere in the world.

About two months ago, while flying in a jet at 35,000 feet, I noticed a thunderhead shooting out horizontal flashes of lightning. If the flashes could strike horizontally as well as downward, could they also lash straight up, perhaps striking my trailing radio antenna? Such a bolt of lightning could start a roaring fire in the capsule with its rich oxygen atmosphere.

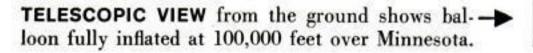
To lighten the balloon I dropped two of my 50-pound battery packs, dual-purpose weights used for power and ballast, which were mounted on the tubular landing ring below the capsule. The balloon remained safely above the thunderstorm.

Very tired, I made a thorough instrument check, radioed my information to the communications van far below and told the crew I was going to sleep. My nap lasted 30 minutes.

I awoke just before the earliest rays of sunrise began to show against the distant horizon. Again I was moved and excited, just as I had been at sunset. I saw a green flash, a typically



TRACKING BY TELESCOPE, Winzen watches the balloon expand as it nears its maximum altitude.





tropical phenomenon at sunrise and sunset but a sight never before seen this far north. It occurs just as the sun's first direct rays come over the knife-edge of the horizon—a sudden brilliant green flash of light which lasts only an instant. If I had so much as blinked my eyes, I would have missed it. The flash was followed by the sun's red rays as they shot through the atmosphere. It was beautiful.

My altitude was about 76,000 feet when the balloon gradually began to climb as the gas expanded under the warmth of the sun's rays. By 8 a.m. I had reached 90,000 feet.

It was 10 o'clock before I saw the first break in the weather westward, the direction I was drifting. Over Aberdeen, S. Dak., there was a deep hole in the clouds. Through it I clearly saw a north-south river in the distance that had to be the Missouri. I wanted to drop down through the cloud gap. I was tired. The continued presence of thunderheads directly below had been a strain. My discomfort after being sealed in the capsule for more than 35 hours and flying it for more than 24 had become a gnawing ache.

But from the ground Otto ordered me not to try a descent through the gap. To do so, he pointed out, I would have to pass down through a jet stream flowing eastward at 50 mph. The wind would quickly shove me into the thunderstorm and the balloon could not take

OMINOUS STORM CLOUDS ARE PHOTOGRAPHED BY SIMONS AS HIS BALLOON DRIFTS HIGH OVER MINNESOTA. THEY ARE FORMING OVER THE DAKOTAS, 100



that. To parachute would be equally hazardous.

It was 10:45. I had just given the ground team some radio direction readings so they could take cross bearings to fix my exact position above the clouds. In the radio van, still parked at Fargo, N. Dak., Captain Erwin R. Archibald, project physiologist who was watchirg for any clue that my physical condition might be deteriorating, noticed that one of the bearings I reported was way off. At the same time, Colonel Stapp became alarmed because I was talking at only one-fourth my usual speed.

Putting two and two together, they called. Otto asked for the level of carbon dioxide (CO₂) in the capsule. The maximum safe concentration was 3%. I took a reading. The level of carbon dioxide was 4%.

Otto asked for my rate of breathing. Normal respiration is 12–14 a minute. My respiration was 44. The CO₂ had definitely reached a point

where it was affecting me severely.

Apparently during the night, when the inside temperature of the capsule dropped to 34°, the chemical (anhydrous lithium hydroxide) used for air regeneration and removal of carbon dioxide from the capsule atmosphere had lost its ability to absorb CO₂ quickly. It was still functioning, but so slowly that the deadly gas was backing up in the capsule, its concentration slowly rising.

Archibald got on the radio and told me to clamp my pressure suit face mask on and breathe pure oxygen from the emergency supply. That would relieve my poisoning symptoms and give the air regenerator a chance to remove some of the backed-up CO₂, since with the mask on I was exhaling no fresh CO₂ into

the cabin.

I put on the mask at 11:08. To conserve the emergency oxygen supply I was breathing, I took it off 15 minutes later. By that time, the air regenerator had absorbed all but 2% of the CO₂, and the atmosphere was safe to breathe. But it would back up again in a few minutes and I would have to repeat the oxygen mask process over and over again.

To compound my problems, the balloon was rising and again had reached peak altitude. Although I valved gas out of the balloon repeatedly, it did not come down. Since I was running low now on battery power, I was forced to cut off the capsule cooling system. The capsule temperature crept up to 84°. I was miserably hot, and I knew the body cannot long stand temperatures of more than 80° in a pressure suit. At the times when I clamped on my mask and face plate, I felt even hotter. (The face always feels much hotter than the rest of the body.)

At this point I was approaching panic. If I were not a physician, perhaps I would have panicked. But I knew what was causing my rising apprehension. One symptom of CO₂ poisoning is panic. And the terrific heat compounded that. I stopped to look at my problem as dispassionately as I could. I gave myself a short lecture: there is only one thing you can do to help yourself, and that is to take the facts you have to work with, look carefully at all of them, and try to come up with a solution; this is not the time to worry over the disaster of a possible miscalculation.

Actually, it was Otto who found the solution. Valve off more gas, he suggested, to make the balloon drop. The action of air rushing by the capsule would cool it. As for the CO₂, I had to continue alternating between the capsule atmosphere and the emergency oxygen supply in my pressure suit.

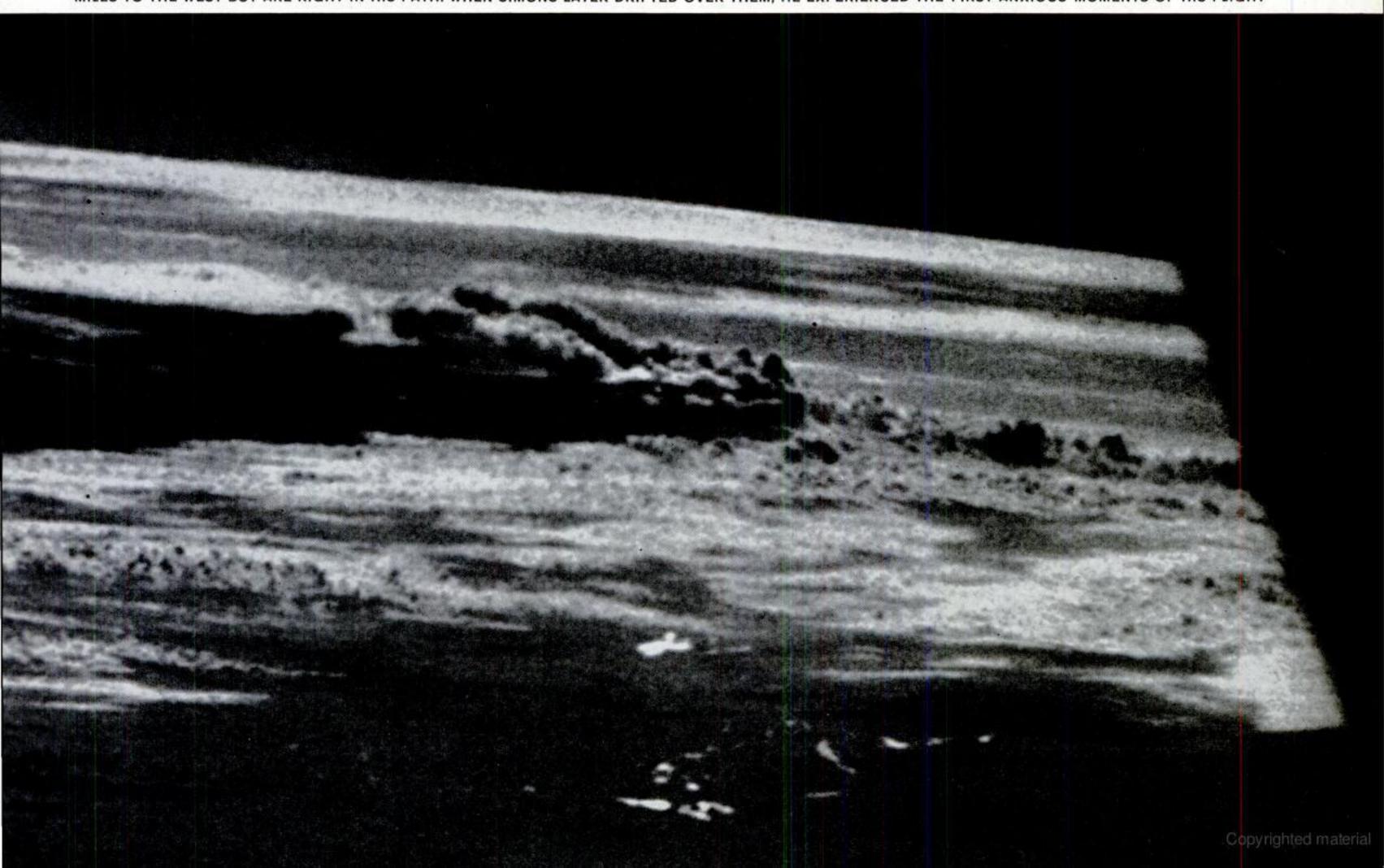
Suddenly I saw another break in the clouds. This time it was more than just a funnel to the ground. It was a clean break, with clear

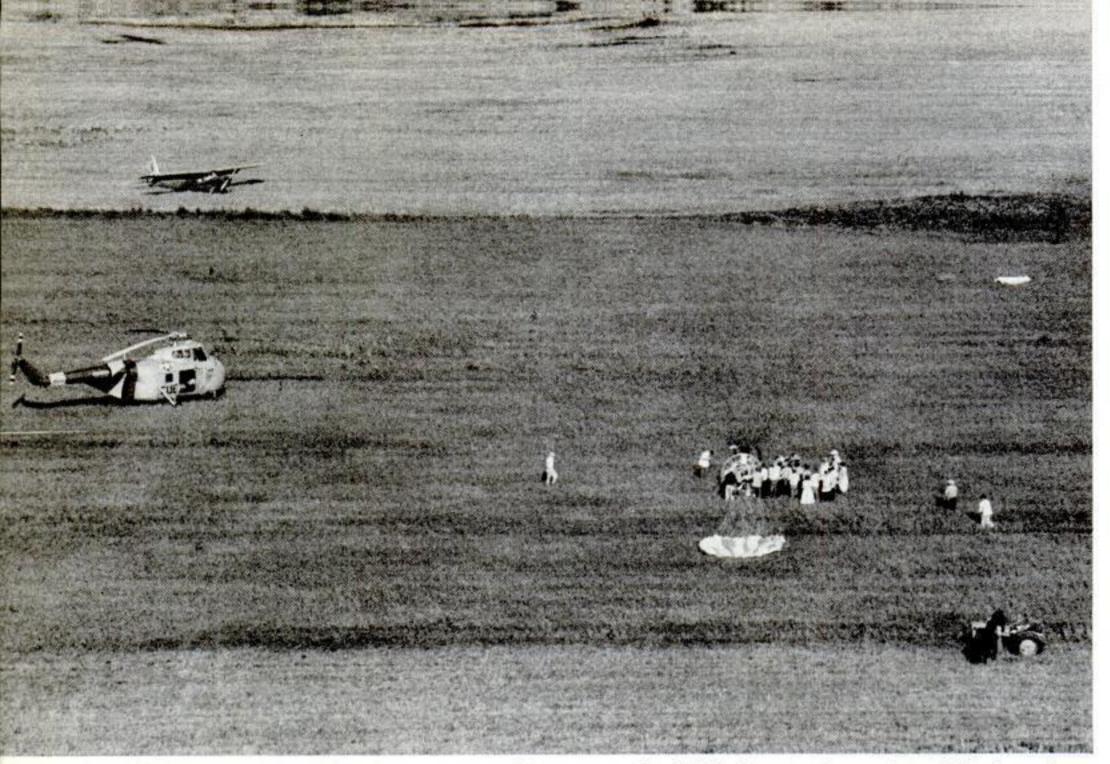


FRETFUL WAITER, Colonel Stapp paces nervously at Fargo, N. Dak. as storm rages below batloon.

CONTINUED

MILES TO THE WEST BUT ARE RIGHT IN HIS PATH. WHEN SIMONS LATER DRIFTED OVER THEM, HE EXPERIENCED THE FIRST ANXIOUS MOMENTS OF HIS FLIGHT





JUST AFTER LANDING, Simons is joined by recovery team which tracked him to spot by helicopter.

Local folk also crowd around gondola whose chute lies beside it. Small chute was used to drop ballast.



DEFLATED BALLOON, which Simons cut loose as he landed, winds up on shore of a lake about two

SIMONS' FAMILY waited out flight in Alamogordo, N. Mex. home. Scott William, 3, holds father's hat.

miles from the gondola. Made of polyethylene plastic, it weighed nearly a half ton, was 280 feet long.



GOOD-LUCK CHARM from family is map of moon with note, "When you land here, it's time to return."



BLOOD SAMPLE is taken from Simons after landing to determine effect of cosmic rays on his blood.

Edge of Space continued

sky opening to the southwest. At first the balloon refused to respond to repeated valving of gas. Then, from 95,000 feet, it began slowly descending.

But trouble was not yet over. Each time I descended, the balloon picked up more heat, the remaining gas expanded and I rose again. Between 11:54 a.m. and 1:40 p.m., I tracked a frustrating stair-step pattern in the stratosphere, ending up at about 89,000 feet.

Again I felt fear. It is, after all, a frightening business to be that high and see no way of getting down.

What was holding the balloon up I frankly do not know. It could have been superheating of gas. Or it could have been a temperature inversion involving flip-flopped layers of cold and hot air in which hot air pushed the balloon up against a ceiling of cold air so that, alternately heating and cooling, the balloon kept rising and falling. At any rate, it was 2:16 before I was finally able to start a steady descent.

At 5:32, 42 hours and 52 minutes after I had been hermetically sealed into my own little world, 32 hours and ten minutes after leaving the earth, I bumped into the soft loamy soil of South Dakota. The balloon, caught like a sail by the wind, tipped the capsule on its side and dragged it 20 feet before I hit the switch which released it. Almost instantly I pressed an electrical button which released the dome of the capsule.

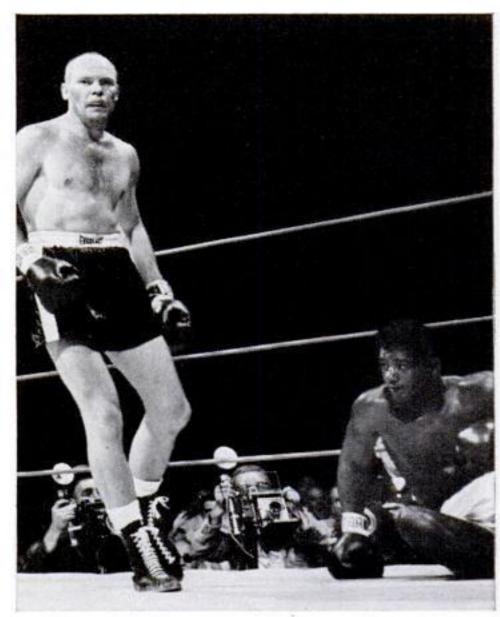
I could see a farmer and his son on horseback galloping across the field. I crawled out on my hands and knees, removed my helmet and said: "Hello, how are you today?"

The farmer said "Howdy," and tried to keep his horse from shying away from an approaching helicopter in which Otto, Colonel Stapp, Mrs. Winzen and Captain Archibald had come to meet me.

"Look," cried the boy. "There's a helicopter. I've always wanted to see one of them." The aluminum capsule which had just descended from almost a day and a half on the edge of space was lying at his feet.

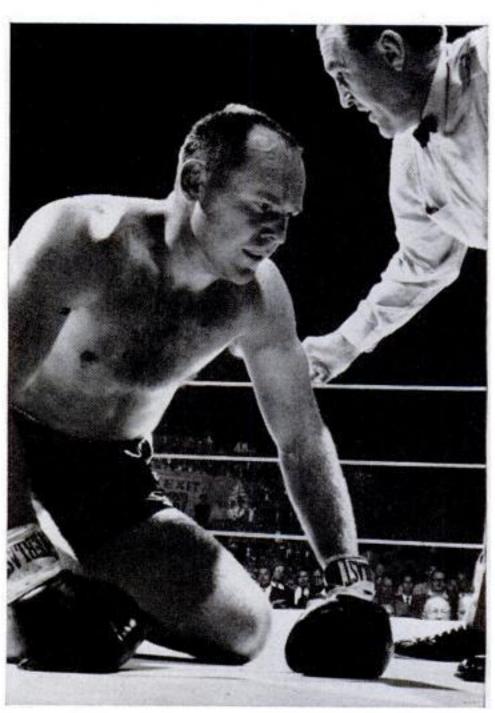






SECOND ROUND: Patterson is floored by Rademacher, bringing Mrs. Patterson to her feet crying, "Oh, no!" Next to her is Patterson's mother. Champion took a four count, said later, "It never pays to get careless."



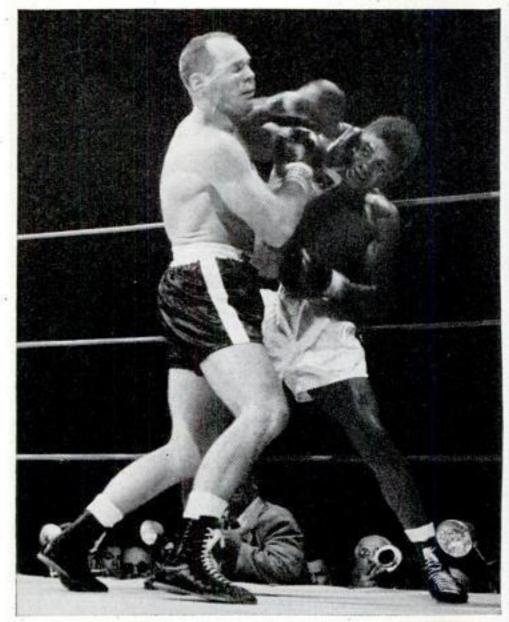


THIRD ROUND: Rademacher goes down for first time, delighting Patterson's wife and mother (left). Challenger took a nine count and was never dangerous after that, was knocked down four more times in fifth round.

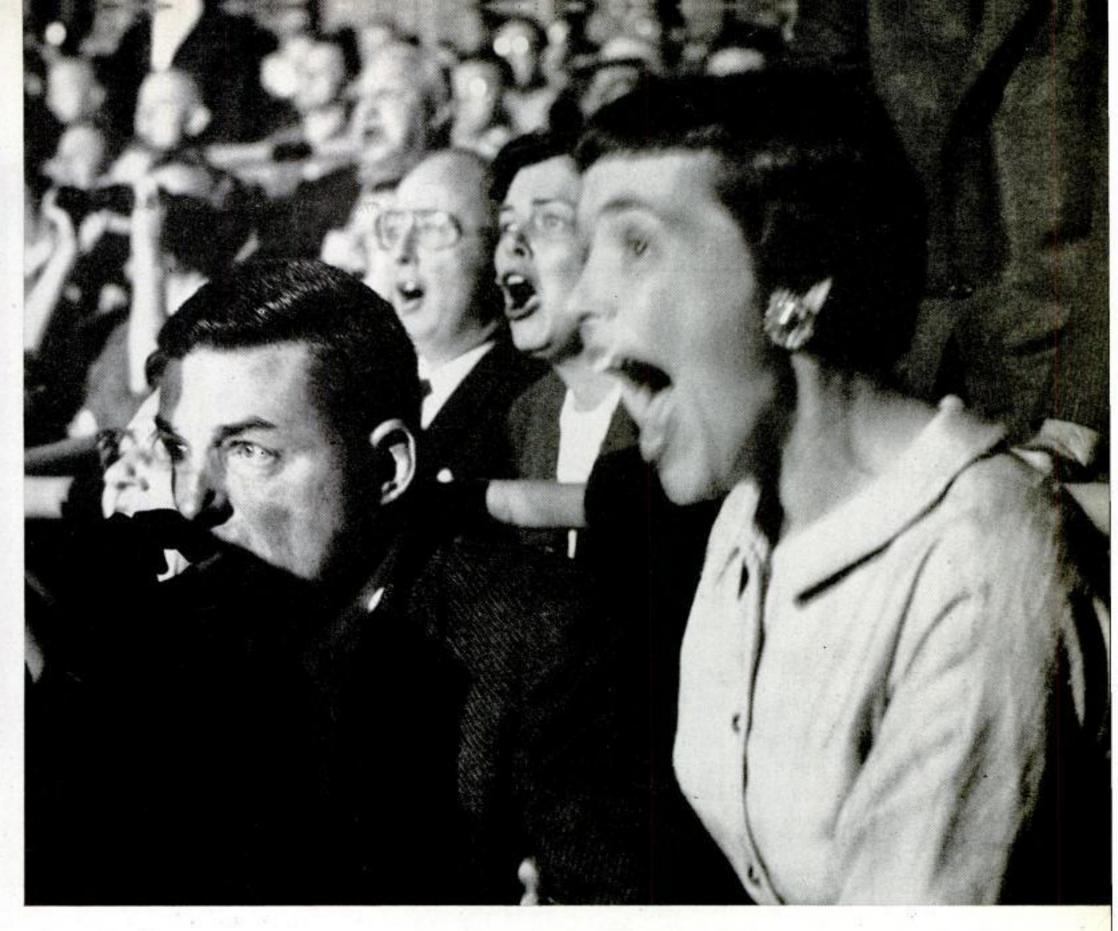
THE INSTANTANEOUS REACTION OF WIVES TO BLOWS

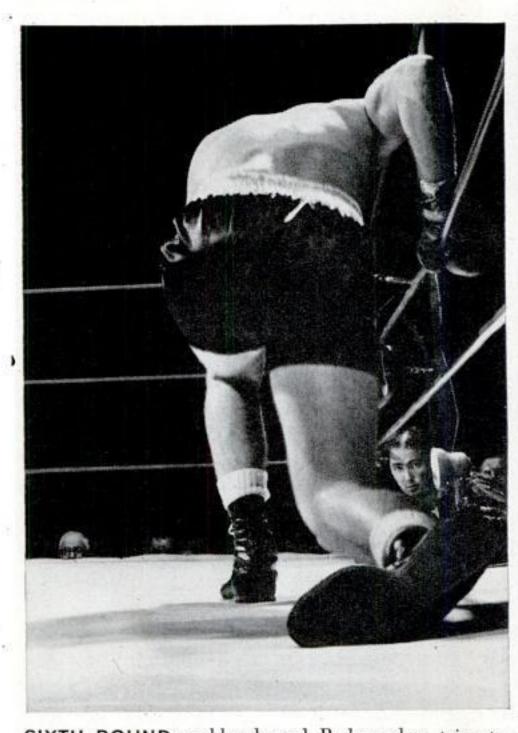
Real drama of Patterson-Rademacher bout is from kith and kin

The facial expressions of two young women whose husbands fought last week in Seattle for the world's heavyweight title were more revealing than the result of the implausible match. Action in the ring and at ringside was photographed by Hy Peskin, who used synchronized cameras to record the evening through the two wives' reactions at the exact moments Champion Floyd Patterson and Challenger Pete Rademacher were having their ups and downs. Sandra Patterson had been through this, but



THIRD ROUND: Rademacher mixes it up with Patterson as Margaret shouts encouragement. A preposterous underdog, he was ahead on points, but his amateur experience showed when he failed to follow up advantages.





SIXTH ROUND: rubber-legged Rademacher tries to struggle to his feet as Margaret watches sadly. Beside her is sports enthusiast Mike Jennings, Rademacher's chief associate in getting financial backing for fight.



the atmosphere was new to Margaret Rademacher. She had been as astounded as anyone two months ago when her husband, an Olympic champion who had never fought professionally, told her of his audacious plan to fight Patterson. But she used up all her tears then and gradually conditioned herself to believe that winning didn't really matter. If Pete could survive one round in his mad venture, or maybe even two, she would be satisfied.

Rademacher did indeed survive the initial

round and in the second, to the surprise of redfaced experts—as well as Mrs. Patterson (top, left)—Patterson was on the deck. Margaret Rademacher may have been too surprised to react; she had only one spontaneous outburst (top, right), during an indecisive exchange. But after the third round, when Rademacher began taking a fearful pounding, a wistful smile changed to a look of concern. When he went down for the last time in the sixth, Margaret said proudly: "He went his three rounds."



INFLATION IS EVERYBODY'S ENEMY

THEREFORE IT IS EACH CITIZEN'S BUSINESS TO FIND WAYS TO HALT RUNAWAY PRICES

For millions of Americans, the Labor Day weekend marks the end of vacation, the start of a new year of work, and school, and planning for the future. Now they are coming back, bronzed and full of beans, brimming—in the American fashion—with optimism.

There is plenty to justify it. All over the land the earth is shaking in surging growth—new highways, new shopping centers, new towns. Full employment is a fact. Prosperous families are pouring youngsters into college—which used to be a luxury—at a rate jamming the schools to the rafters, creating one of many new problems of abundance.

But returning vacationers also have some things they ought to worry about. Consider:

- ▶ Inflation is on the rise again.
- ▶ The boom is showing some serious cracks.
- ► Government spending could get out of control again. Since Americans like to face facts, let's take a good hard look at these worrisome things.

The shrinking dollar

A few days before Labor Day came big black headlines harsh enough to dump anybody out of a hammock: PRICES SOAR TO NEW PEAK—Living Costs Break Record for 11th Month. In one month alone the price of food had risen a full 1%; in a year it had risen 2.3%. In 16 months inflation had chopped one whole nickel out of a dollar's buying power. In a decade it had chopped out 42¢.

But the food rises are only part of the inflation. The steel industry, to meet a wage boost, has just raised the price of steel \$6 a ton; this will shortly be passed on into the price of everything else using steel. Next year will see still higher wage demands. With a keen ear for the public's price resentment, Walter Reuther has just urged automakers to cut prices \$100 per car-offering in turn to "consider" any damage this might do to profits when it came time to frame the union's 1958 demands. Automakers logically retorted that Reuther had offered nothing and that prices are not his business anyway. Yet Reuther had caught them at a psychological disadvantage, for GM has long been conceding that it could cut prices if it did not fear monopoly prosecutions. Moreover, many steel users feel that steel raised its prices higher than the wage boost justified, adding to a growing public feeling that Big Business and Big Labor roll each other's logs while the consumer gets rolled under.

Cracks in the boom

Ever since January the backlog of industry's unfilled orders has been declining, so have industry's new orders. This can mean only one thing, that goods are now being produced faster than they are being ordered. Unless this changes production will soon drop, employment decline.

Even some signs of health in the economy are partly the fever glow of inflation. Thus, the average American's spendable income rose in 1957's second quarter by \$50, to \$1,753. But, allowing for the rise in prices since 1956, the income actually dropped \$11 from the same period last year. So, in spite of wage raises, the worker is losing the race with inflation. The productivity of our economy seems to be slipping.

All this points toward a possible recession of the 1953–54 variety—nothing cataclysmic, but painful. The stock market has slipped 48 points since July 16.

Some of this softness is the calculated result of the Federal Reserve Board's fight to curb inflation generally by making credit costlier—a policy it can quickly reverse if the economy needs it. But at present interest rates are the highest in 25 years, so high that, incredibly, a month ago Moody's index of the best (triple-A) industrial bonds was yielding more than blue-chip common stocks. When a thing like this happens, stocks nearly always decline. But it also presents unusual investment opportunities—e.g., some tax-free municipal bonds now yield 4%, the equivalent of 8% for some high-tax-bracket investors, while high-grade utility bonds are bringing 5%. "Why buy General Motors at [a yield of] less than 5%," asks Wall Street's Goodbody & Company, "when you can buy General Motors Acceptance Corporation bonds rated double-A which give a yield of over 5%? There may be a good reason but the investor should make sure."

Eisenhower's troubles

The Great Divide between Eisenhower's policy and Truman's was the "Eisenhower shift" away from deficit spending. This produced \$7.4 billion in tax cuts, a surplus, and lower spending. It was a shift also toward sound money which held the cost of living at a virtual standstill for $3\frac{1}{2}$ years. In the last six months or so this good trend has been partly reversed, though intense efforts are now being made to restore it. But the reversal was due in considerable part to the "cost-push," driving up the cost of all government supplies—and a failure by the President, among others, to fight the Big Labor-Big Business logrolling combination vigorously. It could, and can, be fought effectively without compulsory price-and-wage controls, which nobody wants.

What to do about it

The time has come for the average citizen to make this his own fight, to recognize that his own future security depends on it. His first task, therefore, is to get informed about it, study the causes of the cheapening dollar, and make the whole business very much part of his own business as a citizen. For he is on all sides of this picture—a worker who wants the wage increases, a stockholder who gets back some of the rising profits, a taxpayer who gets soaked by the runaway spending. But above all else he is the victim of inflation, for if it continues it will erode the value of his life insurance, his savings, his old age pension.

The citizen, whether he wields his power as a worker or a businessman or a consumer, can fight inflation. Any serious thinking leads to a few simple conclusions on what needs to be done. Industry in general should stop its complacent surrender to inflationary wage demands and hold the line in 1958 to only such increases as the cost-of-living or productivity gains justify. Labor, on its part, is entitled to public support in its fight for lower prices, wherever price cuts are possible. The consumer himself can help bring this about by being more choosy, more bargain-hunting in his buying. Moreover, unless there is a recession that justifies a reversal of our tight-money policy, and bigger government spending, everybody—business, labor and the rest of the public—ought to back the President's efforts to create a stable dollar.

The idea that a "little inflation" can be healthy was termed a "delusion" last week by FRB Chairman William McChesney Martin Jr. He pointed out that when businessmen continually plan on "expected inflation" their actions actually help create it. As Martin said last week, "That way lies ultimate economic chaos and incalculable human suffering. . . ."

For an old-fashioned cook-out!



Campbells BEAN with BACON SOUP!

Come on over! Help yourself to the best bean soup you've ever had. Campbell's Bean with Bacon Soup — an old friend, now better than ever! Taste those wonderful, tender Campbell beans! See that rich, bean-brown color! Enjoy the hearty, long-simmered bean broth! Team up this hearty favorite with easy-on-the-grill hot dogs, or 'burgers... and you've got a he-man supper, lunch or picnic!

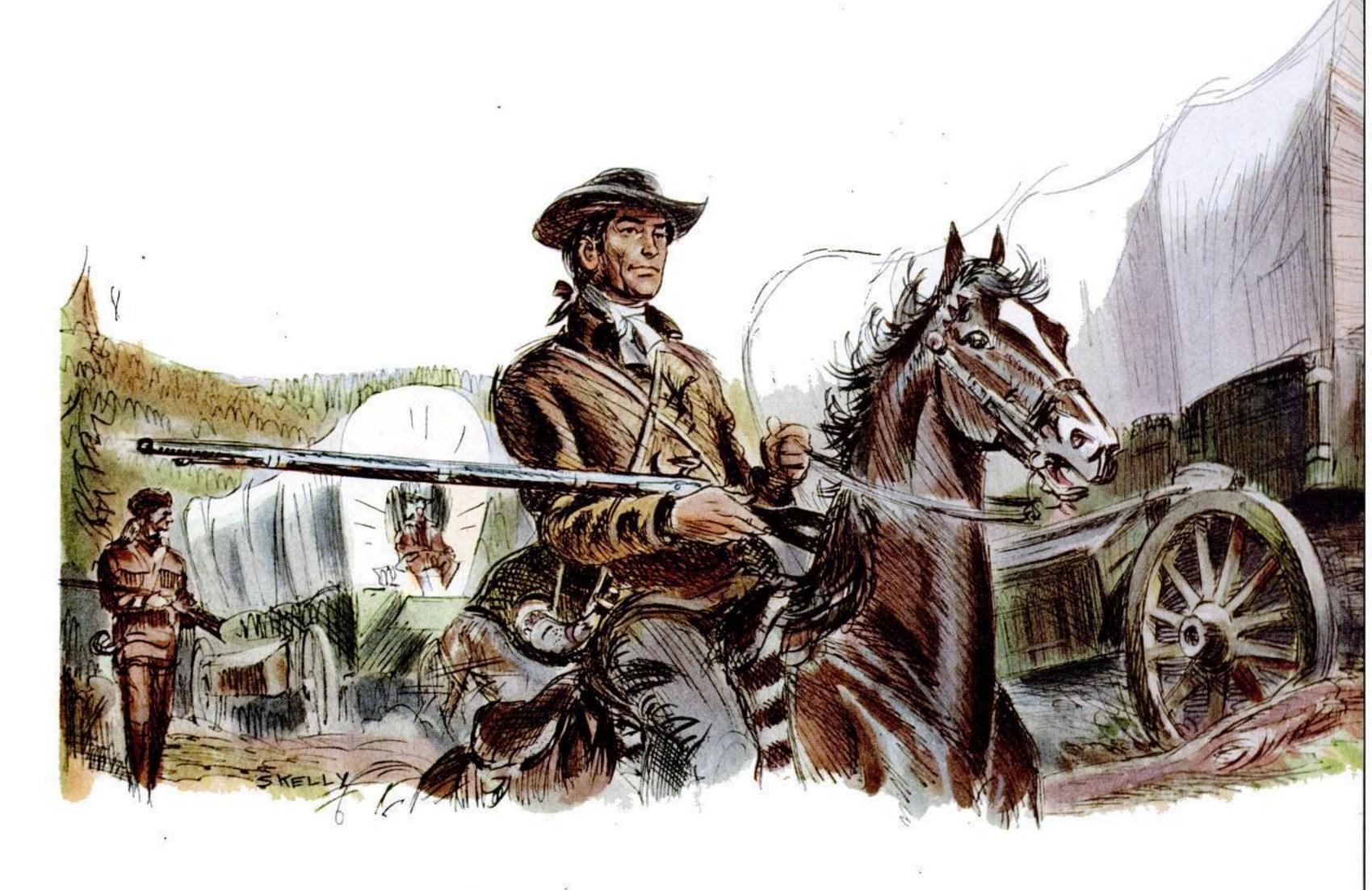
Everyone who likes good beans, and loves real country-kitchen bean soup, will find Campbell's is better than ever. For a cook-in, or a cook-out — this bean soup is a great main dish.



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids-for general well-being • Proteins-for upkeep and growth • Carbohydrates-for energy

Once a day...every day...SOUP!

400 Miles Westward They Skills-and Bourbon Was



as a free nation was still measured in months, rather than years.

For some time the news had been coming up from Kentucky to Pennsylvania—news of limestone springs of crystalline purity—of a sun that smiled on fertile soil — of gentle rains that blessed the land.

To men like John Hamilton, Daniel Stewart, Elijah Craig and Evan Williams – all men with distilling skills from the Old World-this seemed like ideal land for their honorable profession.

So it was that they traveled some four hundred miles and came to Kentucky. They set up their stills and grew their golden grains there, near the pure limestone springs. They fermented their grain mash, distilled it to its very essence, then set it aside to age, deepen, and mellow into golden amber in charred oak casks.

Thus bourbon whiskey was born in Kentucky. It was velvety soft on the tongue,

gentle yet rich in flavor, deeply appetizing in aroma. It was different from any other whiskey the world had known.

Year after year the fame of Kentucky bourbon grew. Today, well over half of *all* the whiskey produced in America comes from Kentucky. Kentucky bourbon has a flavor no other whiskey can match—so good, in fact, that it is used to *add character* to whiskies of other types.

Traditionally, the finest American whiskey is straight Kentucky bourbon.

National Distillers Products Company, New York, N.Y.

FOREMOST PRODUCERS OF KENTUCKY STRAIGHT BOURBON-AMERICA'S HISTORIC WHISKEY

Brought Their Old-World Born in Kentucky



STRAIGHT
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OLD GRAND-DAD, KENTUCKY STRAIGHT BOURBON WHISKEY, 100 PROOF, BOTTLED IN BOND . OLD CROW, KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF . OLD TAYLOR, KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF . HILL AND HILL, KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF





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A LOOK AT THE WORLD'S WEEK



'TO THE BEST OF MY RECOLLECTION, I CANNOT RECALL' - JAMES R. HOFFA

Twisting his lips in puzzled contemplation, Jimmy Hoffa, heir apparent to the presidency of the Teamsters union, faced up to some embarrassing questions in Washington last week but gave few direct answers. His most original twisted-syntax reply, in a phrase he used with slight-variations some 30 times in one afternoon, was: "To the best of my recollection, I cannot recall." Hoffa did admit to the Senate

labor-rackets committee that he had borrowed \$120,000, most of it without security, from his union and from businessmen and still owed \$70,000, but on most other matters his memory was terrible. Even a series of recorded telephone conversations in which he and the hood-lum Johnny Dio (Life, Aug. 19) schemed to gain control of New York's taxicab drivers failed to help him recollect. When Hoffa could

not remember whether he had equipped some of his men who were appearing before a grand jury with miniature wire recorders, Chairman McClellan threw up his hands in disgust. The committee issued a 48-count condemnation of Hoffa and broke off the hearing. It planned to bring Hoffa back in the fall, but probably not until after the union convention, which is expected to name him to succeed Dave Beck.



A FAMOUS SON'S ALEXANDRIA HOME

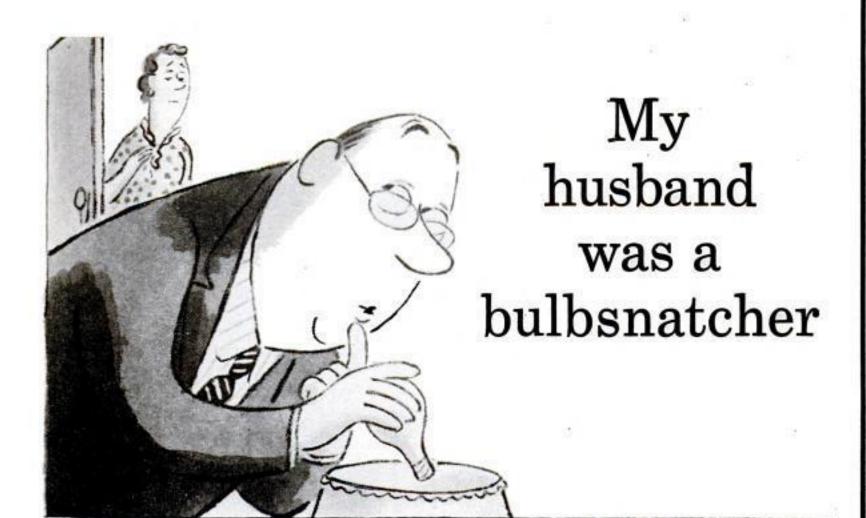
In front of a house in Alexandria, Va., Chris Coakley, 8, and Drew Carroll, 5, played with no apparent awareness of the owner, whose identity last week became public. He is Major John Eisenhower, now a military aide at the White House. He rented the house in July, lives there with his wife and four children, except on weekends when they can get away to their other house on his father's Gettysburg farm.

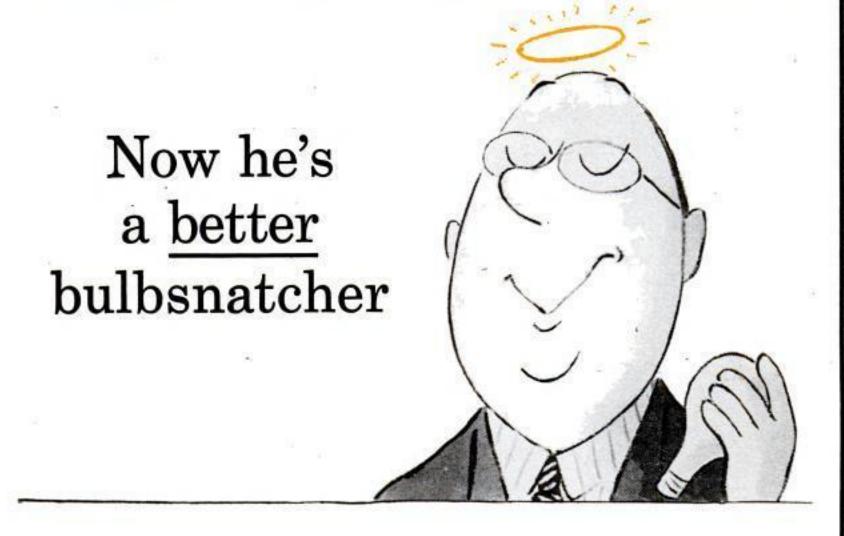


OMINOUS SIGN OF A PRO-SOVIET SHIFT

Outside Damascus a field full of Russian T-34 tanks and personnel carriers reflected an ominous development. Pro-Communists of the Syrian army seized control of the country, using as an excuse wild charges of a U.S. conspiracy to engineer a coup. The pattern, President Eisenhower said, "is an old one, for the Soviets . . . to insert or offer economic and military aid . . . and, finally, to take over this country."

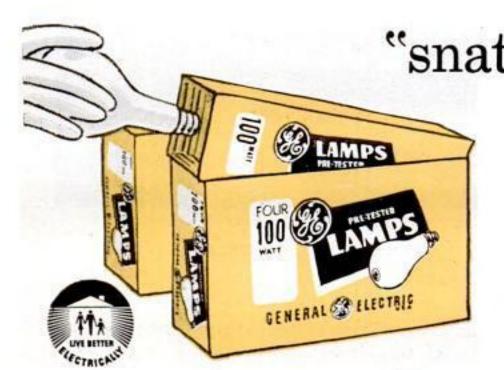
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"snatches" bulbs only from G-E 4-bulb packs

> Keep several on hand! Be sure your husband "snatches" only the best! 4 WATT 92¢ Four 60W or 75W ... 84¢

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A Timely Warning

Danger signals are flying. Health authorities everywhere are girding for battle against an expected epidemic of Asiatic flu. This new type of flu originated in the Far East and is traveling around the world at alarming speed. As a rule, flu epidemics flare up in cold weather but many thousands of cases have already been reported in this country.

How can you help fight the flu? What is the best "medicine" to employ? Well, the best medicine for any communicable disease like flu or colds is preventive medicine.

The U.S. Public Health Service has taken prompt steps to have an Asiatic flu vaccine produced. When the vaccine becomes available to your physician, by all means consult him about an inoculation.

Meanwhile, remember these vital "do's" and "don'ts".

First, the don't's: Don't get overtired.

Don't overeat. Try to avoid contact with everyone who has Asiatic flu symptoms.

These symptoms may include coughing, sneezing, sudden fever, headache, a "grippe-y" feeling all over and a scratchy, sore throat.

Now, the do's: Do get ample sleep and eat sensibly. Do drink plenty of water and wash your hands frequently. Keep regular.

Lastly and extremely important, remember that all respiratory disease germs have a common

gateway into the body—through your mouth and nose into the vulnerable throat. It is in the warm, moist "climate" of your throat that germs lodge and multiply so rapidly.

Do you know how you can help protect yourself against these dangerous invaders? Do you know that you can bathe your throat and germ-catching tonsils by a deep gargle with a harmless home remedy? The remedy is Listerine. If Listerine is harmless to the delicate membranes of the mouth and throat, how can it protect you against respiratory disease germs? Well, strange as it may seem, while Listerine is kind to human tissues, it is extremely deadly to germs of all kinds.

You may wonder how this can all be true. But it IS true—scientific tests in any laboratory will prove that Listerine Antiseptic kills germs and viruses on contact by the millions in a few seconds of time. And carefully-controlled tests by physicians have shown that those who gargled twice daily with Listerine had far fewer respiratory infections than those who did not.

Get the habit of gargling Listerine at least as often as you brush your teeth.

Strike at throat infections before the germs get a foothold. Lambert Pharmacal Company Division, St. Louis, Missouri.



new exclusive
HI-FI TV
with 3-D
adds Dynamics,
Definition, Dimension
to hi-fi sound!

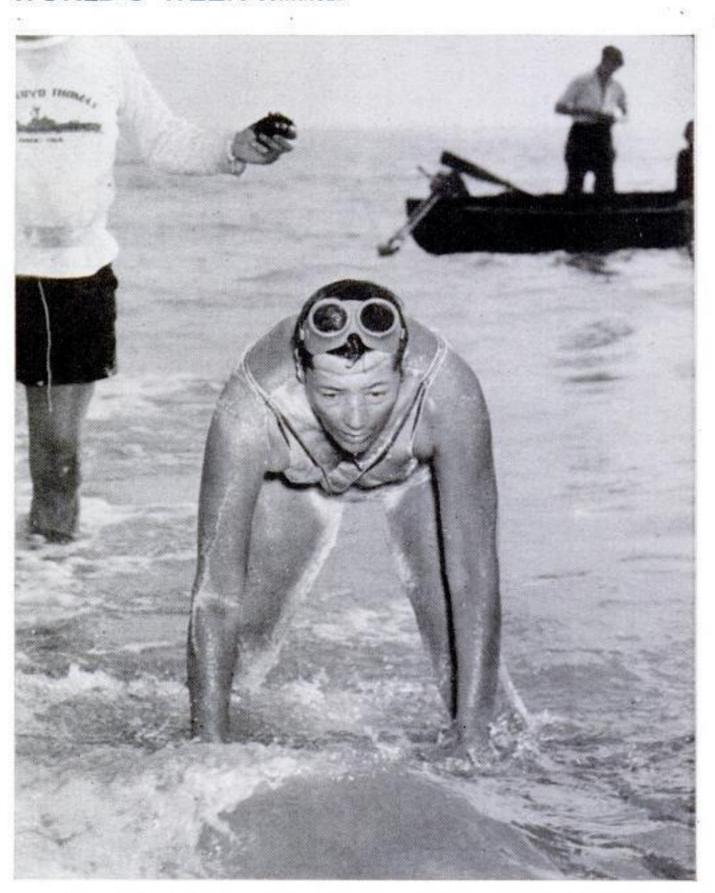
GET ALL these pleasures in one new Olympic high fidelity "family entertainment center"... for almost what you'd expect to pay for the giant-screen TV alone! Enjoy all three!... new hi-fi TV with 3-D... new hi-fi automatic 4-speed phonograph... new hi-fi radio with both AM and FM bands! Each gives you perfected, dimensional sound... with new Olympic 3-D multiple speaker system! Hear, see, compare Olympic value and decorator styling. Then choose from 60 superb fine furniture cabinets... Modern, Traditional, Provincial, Chinese.

hi-fi and handsome too! HI-FI PHONOGRAPH + AM/FM RADIO Custom components... decorator cabinets... in genuine fine furniture woods... walnut, oak, mahogany, maple, cherry, ebony! Hi-fi consoles from \$129.95 (slightly higher South and West).



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WORLD'S WEEK CONTINUED



VICTORIOUS ARRIVAL ON ALL FOURS

Emerging from the surf on all fours, Danish swimmer Greta Anderson became the first woman to win the annual cross-Channel race from Cap Gris-Nez, France to Folkestone, England. In a field of 20 men and women only Greta, who now lives in Long Beach, Calif., and an Englishman finished the race, he trailing by two hours. Said Greta, whose effort won her \$1,400 and a silver cup, "I'm so glad I beat the men."



TERRIFIED TOT WHO FOLLOWED A CAT

In Providence, R.I. a 3½-year-old girl, wedged in a 6½-inch space be tween buildings, sobbed hysterically with a rescuer's arm about her. Eileen Fahey had disappeared and was the object of an all-night search. Finally a neighbor looked out a second-story window and saw her trapped where she had crawled following a cat. It took 90 minutes to remove enough wall cinder blocks to get her out, scared but unhurt.



LOTS OF PEOPLE BELIEVE IN GIANTS. <u>Green</u> giants, that is. Our jolly Green Giant got asked out to dinner 278 million times last year. He'll make lots more appearances this year, in America's grocery stores and kitchen cupboards. We get quite a few letters asking personal questions about the "big corn and pea man" from Le Sueur. So we thought you might get a kick out of seeing his story on the next two pages. Good readin' and <u>bon appétit!</u> Copyrighted material

HOW THE GREEN GIANT WAS BORN In the early days of our company when we were pioneering quality ideas in peas and corn, we needed a distinctive trademark so people could easily recognize them. Somehow a giant seemed to fit the rugged, happy

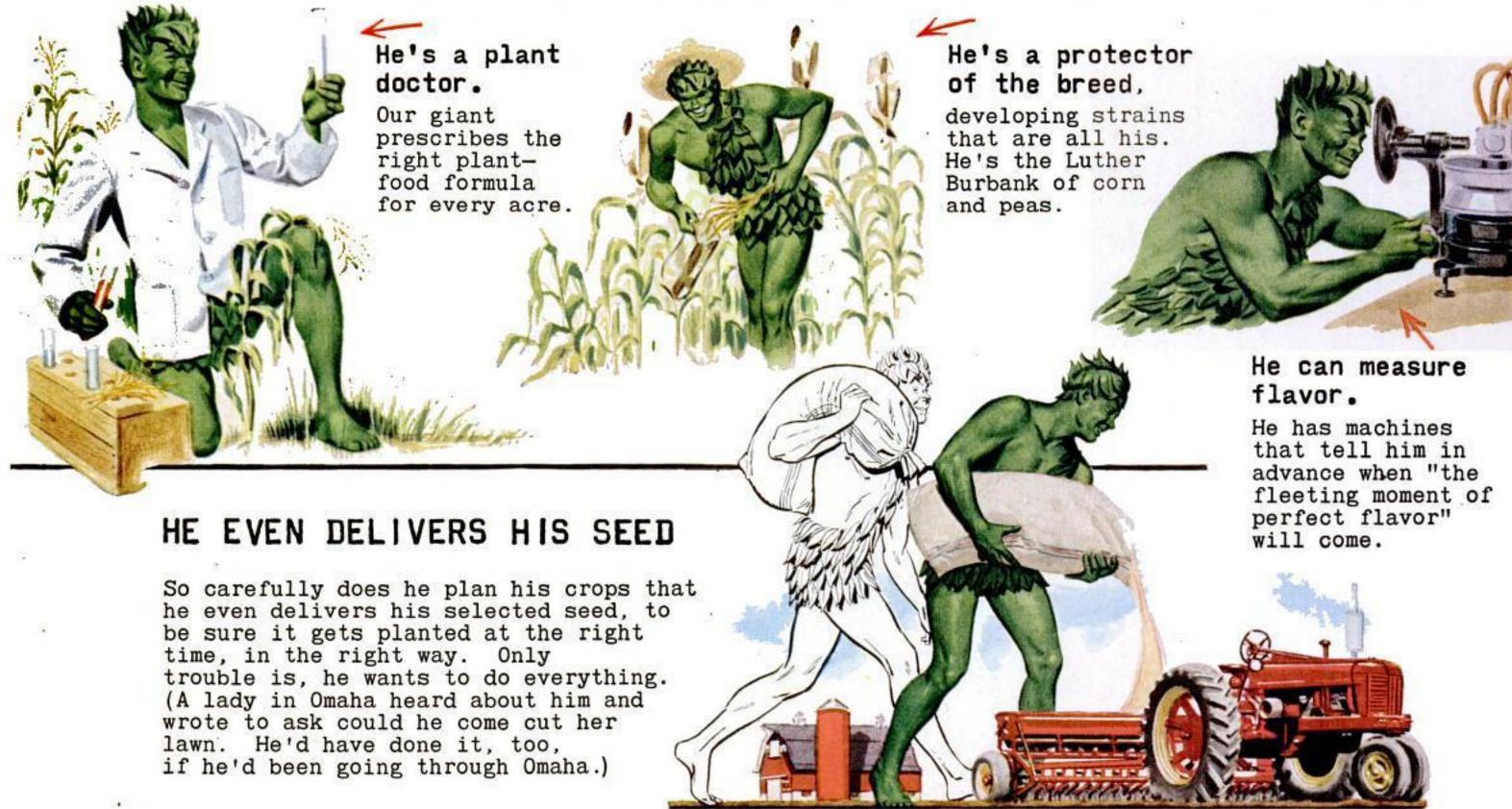
Somehow a giant seemed to fit the rugged, happy strength of the north country where we work. Not a gloomy giant, as in some fairy tales. We needed a jolly giant—a giant who knew the ways of nature, who lived on intimate terms with the sun and the rain and the good green fruits of the earth. Hiawatha was almost right. Paul Bunyan came even closer. But our giant, as he finally appeared on our labels, felt just right

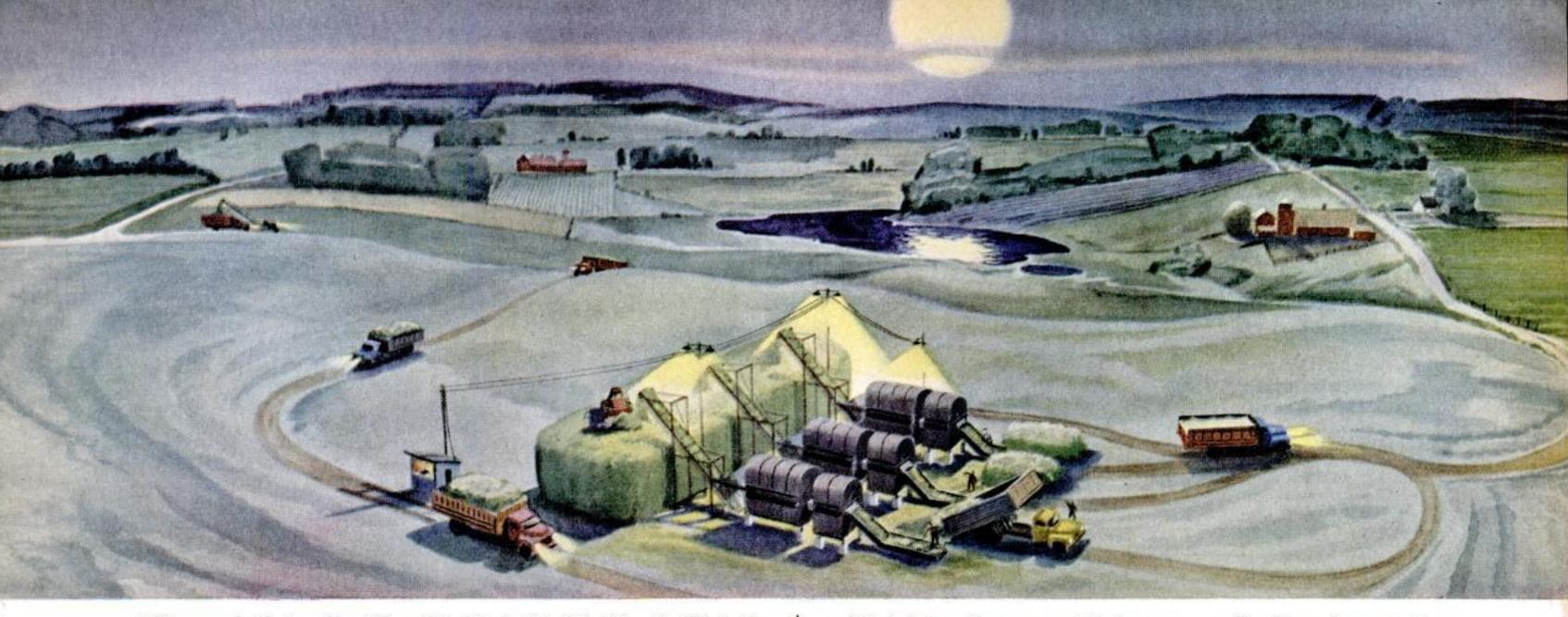




WE'VE KEPT HIM BUSIER THAN A PAPERHANGER

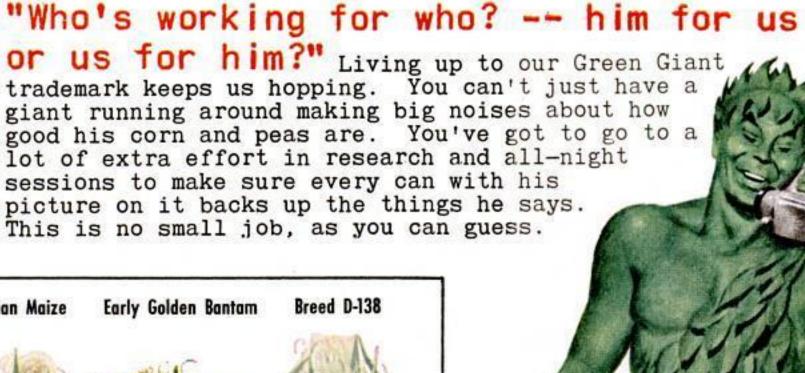
but we've never given him a job he couldn't do well. He's kept <u>us</u> busy, too, and sometimes it's a little exhausting to work with a guy who doesn't need sleep!

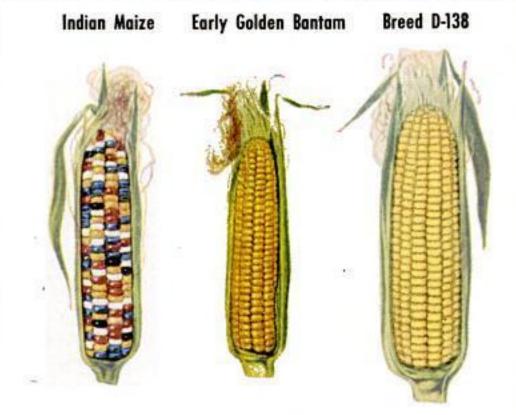




"Harvested in the Moonlight." Field 43, 2:00 A.M., July 23rd, 1957. Why so late at night? Because that's when our giant figured Field 43 would hit its "fleeting moment of perfect flavor." Dawn or

midnight, whenever it happens, that's when our peas have to be picked. Even ordinary peas taste pretty good then. But <u>our</u> peas...well, they're "special-good."



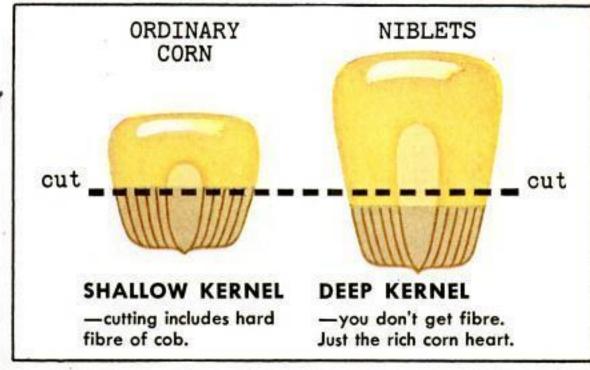


Look what the Green Giant has done for corn. You can't get kernels from that big tender ear on the right, except in a can with the Green Giant's picture on it. He developed it from thousands of different corn varieties. And, he goes right on trying to top it!



Walkie-Talkie in the Cornfield. The Green Giant keeps tab on his fields with 2-way radio, so word can be flashed to the nearest cannery the very instant any field reaches its "fleeting moment of perfect flavor."

Why our experts count
kernels. By the end of the day
they get yellow spots before their
eyes, but counting helps them get
identical ears for seed. Each year
our special breed grows deeper kernels
with thinner skins. Quite a trick.



Taller, more tender kernels on a slimmer cob—so our Green Giant can cut them away without getting the fibre! Looks simple?

Took about as much time and effort as stuffing an elephant into a keyhole. But you say it was worth it. We do, too.

You can't guess at tenderness.

Even well-brought-up peas can get tough quicker than a drill sergeant. So we measure their tender-ness on this gadget, called a tenderometer. Even a smart pea can't fool this dial.





NIBLETS CORN the quick-cooked corn



GREEN GIANT PEAS

Green Giant Company, headquarters, Le Sueur, Minnesota. Green Giant of Canada, Ltd., Tecumseh, Ontario, "Green Giant" and "Niblets" are trade-marks Reg. U. S. Pat. Off. GGCo. 10 GGCo.





Look for this symbol of safety where you save

19 million thrifty Americans have put more than \$37 billion into savings accounts at the Insured Savings and Loan Associations which display the above emblem. Here they have a wonderful sense of security and satisfaction in watching their savings grow swiftly and safely . . . safely, because their accounts are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation, an agency of the U. S. Government. After meeting high standards to qualify to display this emblem, all FSLIC insured institutions are examined regularly to assure continued safe and sound operations. When you're looking for a place to save, look for this symbol of unsurpassed security.



Where you save does make a difference

THIS MESSAGE IS SPONSORED BY THE INSURED SAVINGS AND LOAN, BUILDING AND LOAN AND HOMESTEAD ASSOCIATIONS IN YOUR COMMUNITY WHICH DISPLAY THIS FOUNDATION SIGN

The Savings and Loan Foundation, Inc., 1111 E Street, N.W., Washington 4, D. C.



IN A SPEECH AGAINST NEGRO HOME OWNERS, CHAIRMAN JAMES NEWELL (CENTER) TRIES TO ROUSE HASTILY FORMED "LEVITTOWN BETTERMENT COMMITTEE"

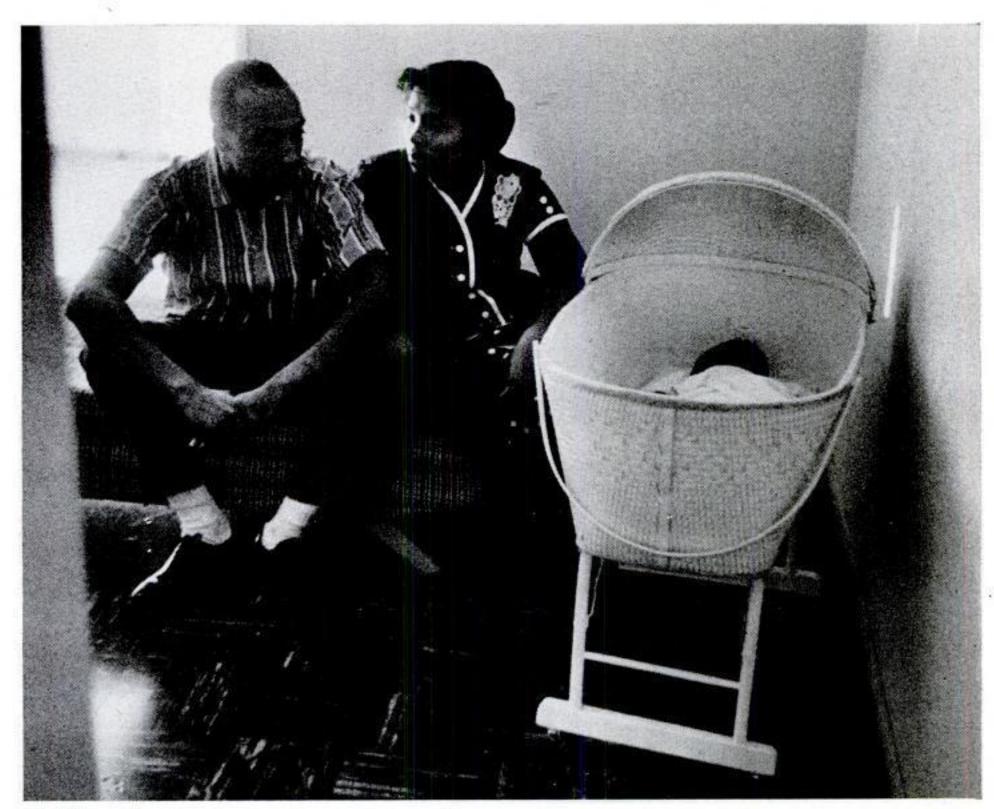
INTEGRATION TROUBLES BESET NORTHERN TOWN

Its first Negroes meet protests, then order, new friends prevail

"He's probably a nice guy, but every time I look at him I see \$2,000 drop off the value of my house." The sentiment, expressed by one resident of Levittown, Pa., was uppermost in the minds of hundreds more as they watched 34-year-old William Myers, a refrigeration engineer, move into his new home. Myers was the first Negro to buy a house in the five-yearold community of 60,000, 25 miles northeast of Philadelphia. His move caught Levittown with its worst foot forward.

The evening after Myers installed his family, an angry crowd gathered before their home. Teen-agers began throwing stones and when they broke two windows police dispersed the crowd. But people returned nightly in mounting numbers, shouting insults. State troopers were called in. When one was injured by a rock (p. 46), all further assembly was banned.

Some Levittowners formed the "Levittown Betterment Committee" to find a legal way of evicting him. But other groups and a few neighbors were also gathering to help Myers. "We wanted a nice neighborhood to raise our family," said William Myers as things seemed to be quieting down. "We will be good neighbors and I hope those around us will be the same."



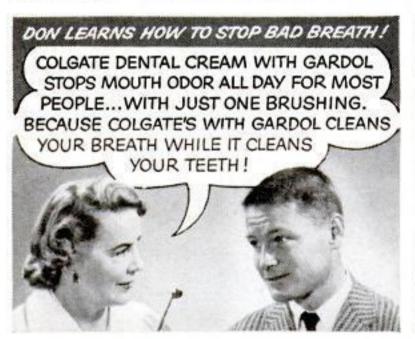
IN HIS HOME a dejected William Myers sits in the nursery with his wife Daisy and their five-week-old

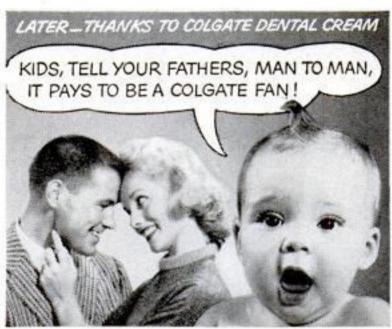
daughter Lynda. He sent the two older children off to stay with his parents until things settled down.











Brush Your Teeth with COLGATE DENTAL CREAM... Brush Bad Breath Away!

And Colgate's with GARDOL Fights Decay All Day, Too!



Colgate's with Gardol stops mouth odor all day for most people . . . with just <u>one</u> brushing! And of all leading toothpastes,* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just <u>one</u> brushing!

So to fight both bad breath and tooth decay all day, use Colgate Dental Cream with Gardol!

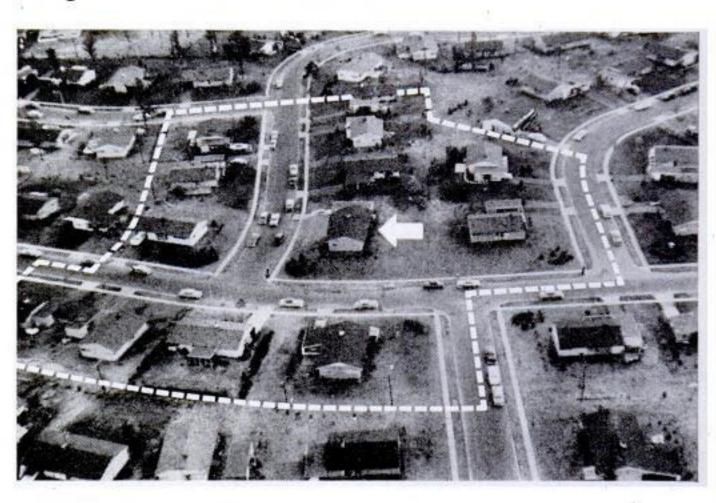
Gardol's invisible shield fights tooth decay all day with just one brushing.

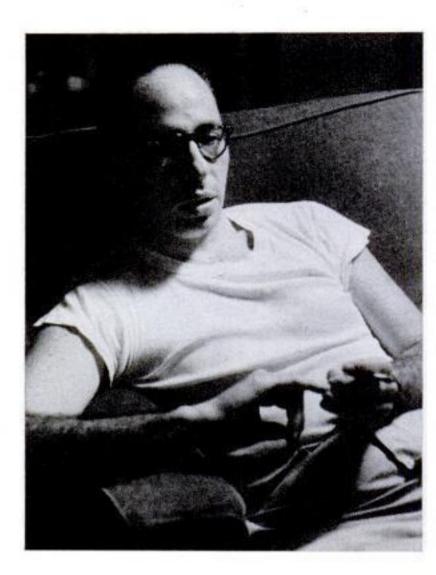
*TOP THREE BRANDS AFTER COLGATE'S. . . . GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.



CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

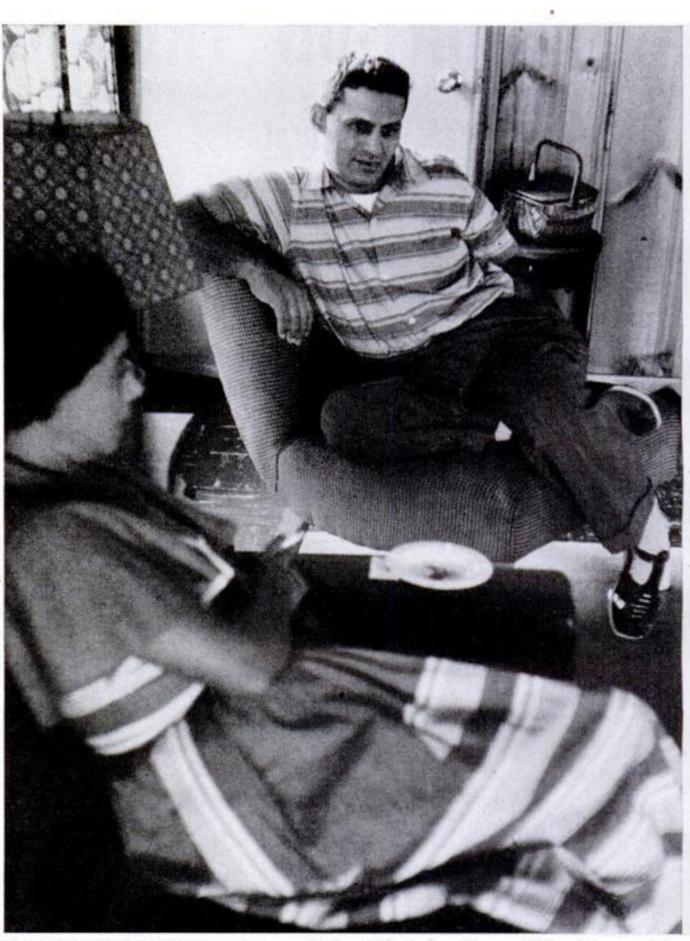
Integration Troubles CONTINUED





NEIGHBORHOOD of Myers home (arrow) is Dogwood Hollow section of Levittown. LIFE reporters interviewed 11 residents nearest Myers (enclosed by dotted line). Three accepted him, four opposed him, four were noncommittal.

A WELL-WISHER, Melvin Kartzmer, who lives across the street from Myers' new home, feels that the incident is part of a "transitional period in racial integration" and hopes that the whole thing "will be settled peaceably."



FRIENDLY NEIGHBORS, Bea and Lew Wechsler, knew of the Myerses' intention to buy house. Wechsler has been working to help them get settled.



The most functionally perfect shaving instrument ever designed ... so precisely engineered it's guaranteed for life!*

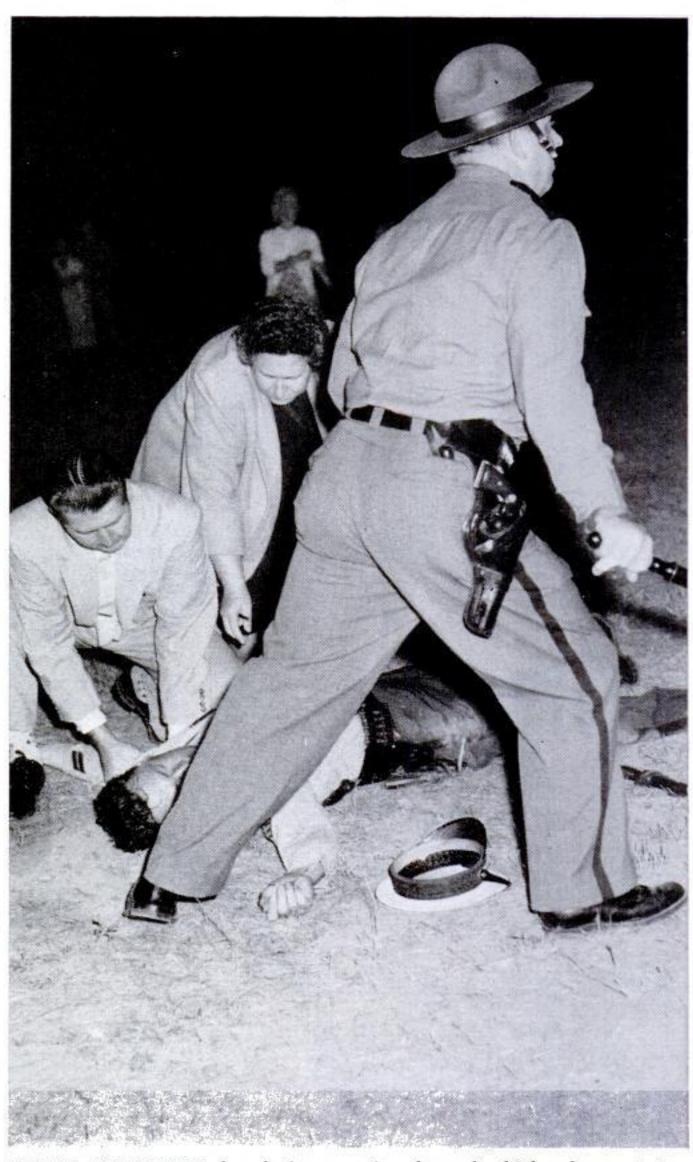
Now, a razor that embodies every modern principle of shaving comfort. The only razor that lets you enjoy the ease of light-touch shaving... no matter how tough your beard. You shave close and clean, but you shave

your whiskers not your face. Compare these advanced shaving features with the razor you're now using: 1. Safe, automatic blade changing. Your fingers never touch the blade. 2. Blades automatically lock in precise cutting position. Nothing to turn, twist or adjust. 3. Scientifically measured blade angle. Skims whiskers closer, cleaner. 4. Horizontal, whisker-grip guide bar. Popsup stubble even in tough-to-get-at spots. 5. Super-rigid shaving head. Formed to fit

the contour of your face. **6.** Grooved handle won't slip when moist. **7.** Your choice of two handsome models. The new Long Handle or the new Classic Handle. *We guarantee that if your Eversharp-Schick Injector Razor ever fails to function satisfactorily, as long as you live, we will repair or replace it with a new razor, without charge. Just send it to: Eversharp, Inc., 929 Connecticut Ave., Bridgeport, Conn.

Complete kit with razor, 12 scalpel-sharp blades, travel case just

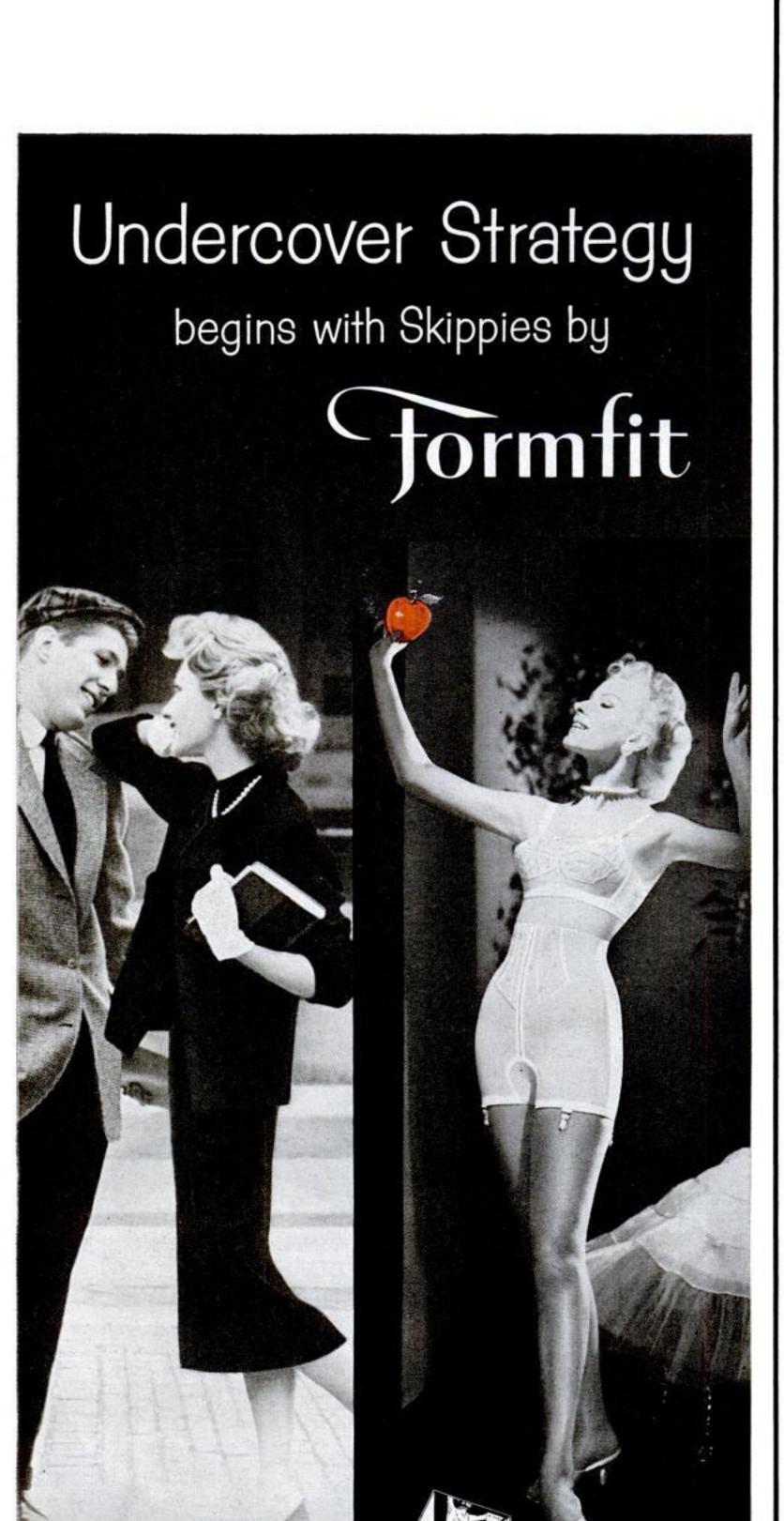
Integration Troubles CONTINUED



FELLED POLICEMAN, knocked unconscious by rock which a demonstrator threw, is aided by two bystanders as fellow officer moves in to break up crowd.



SUPPORT for Myers comes as representatives of civic organizations meet with minister of the Church of the Reformation (head of table) and Myers.



You're lithe and lovely and ready to go. For this is the light-hearted styling that puts you at ease . . . subtly whispering beautiful things about you. Start your figuring in this new direction . . . ask the leading question . . . ask for Skippies, America's most popular figure-maker, at your favorite store.

Skippies and Formfit Bras are available in these handy pick-up packages

Strategy for close-fitting knitwear . . . Skippies Pantie 862 (matching girdle 962). White nylon elastic net with smoothing continuous waist and tummy-trimming embroidered front panel. Sizes S. M. L. \$8.95. "Revel" Bra 551 beautifies with lovely lift that sweeps under and up the side of the cup. White cotton in sizes 32A to 38C. \$2.50

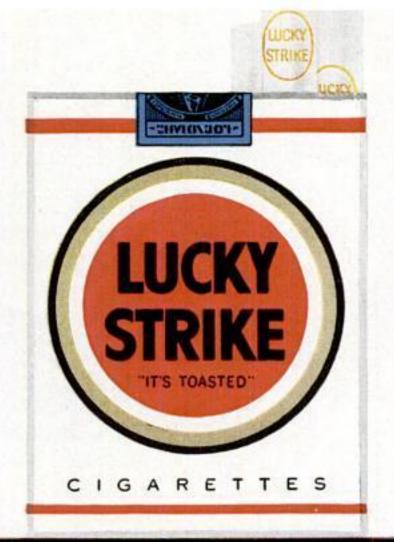
THE FORMFIT COMPANY . CHICAGO . NEW YORK . CANADIAN PLANT, TORONTO

KNITWEAR BY GOLDWORM

Lucky Strike Means Fine Tobacco...and

Fine tobacco alone tastes right!

This is what a cigarette should be—this is a Lucky. What's in it for you? Just the most famous tobacco in America. Naturally light tobacco to give you a LIGHT smoke. Wonderfully good-tasting tobacco that's Toasted to taste even better. You'll say it's the best-tasting cigarette you ever smoked.





LIGHT UP A light SMOKE—LIGHT UP A LUCKY!

® A. T. Co. Product of The American Tobacco Company - Tobacco is our middle name

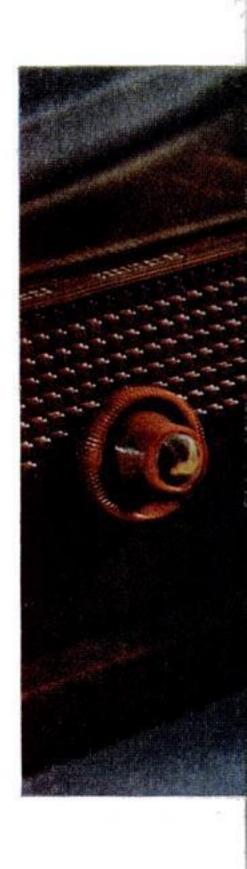
Stop fiddling with fine tuning now General Electric brings you Electronic Self-Tuner



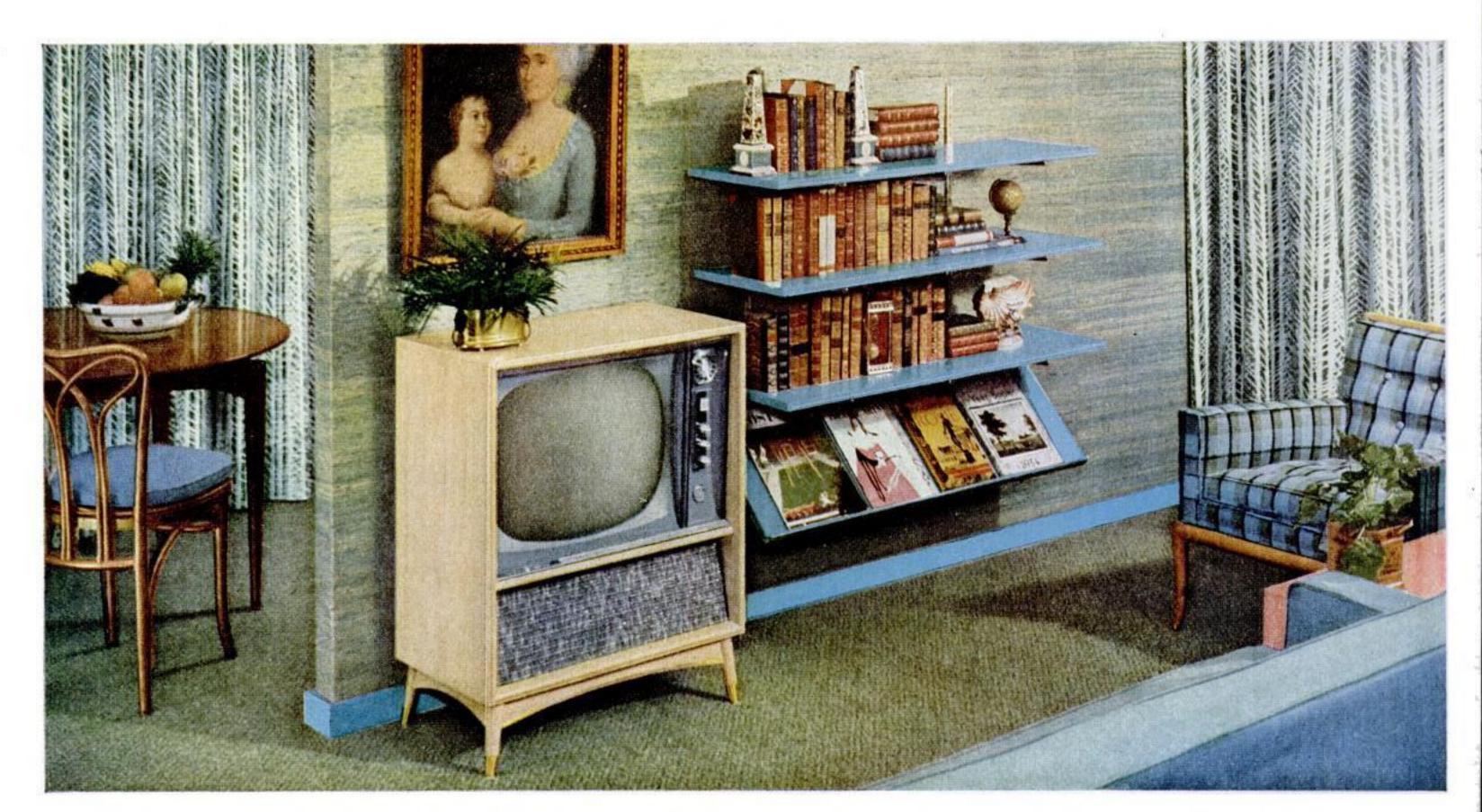
You just touch a button and the next channel comes on with a sharp-tuned picture and sound the way you like it. It's automatic—for you pre-tune each channel individually the day you get your set. After that you never have to touch the fine tuning from one month to the next.

Now remote control is truly practical. And most General

Now remote control is truly practical. And most General Electric consoles include remote control—at no extra cost.



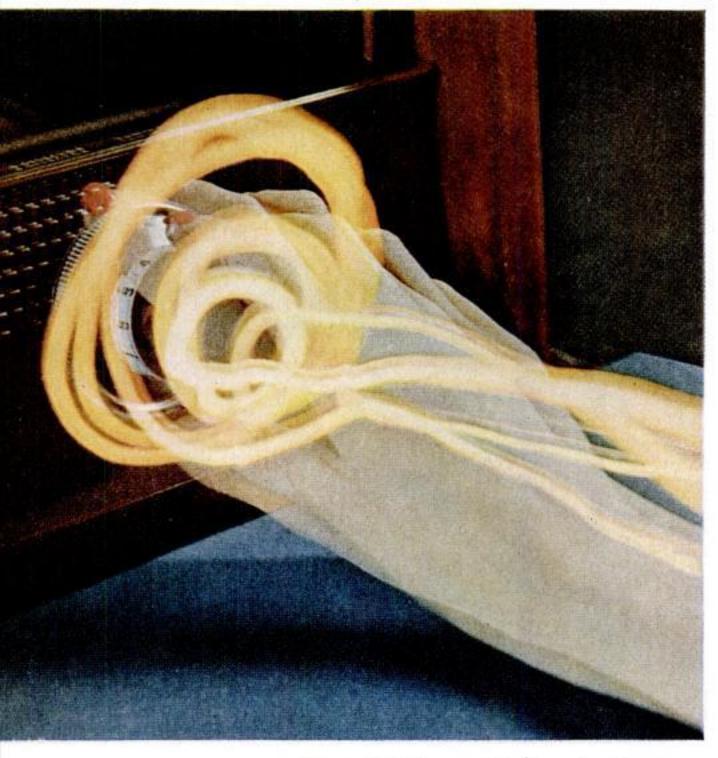
New General Electric 110° tube cuts 6 inches



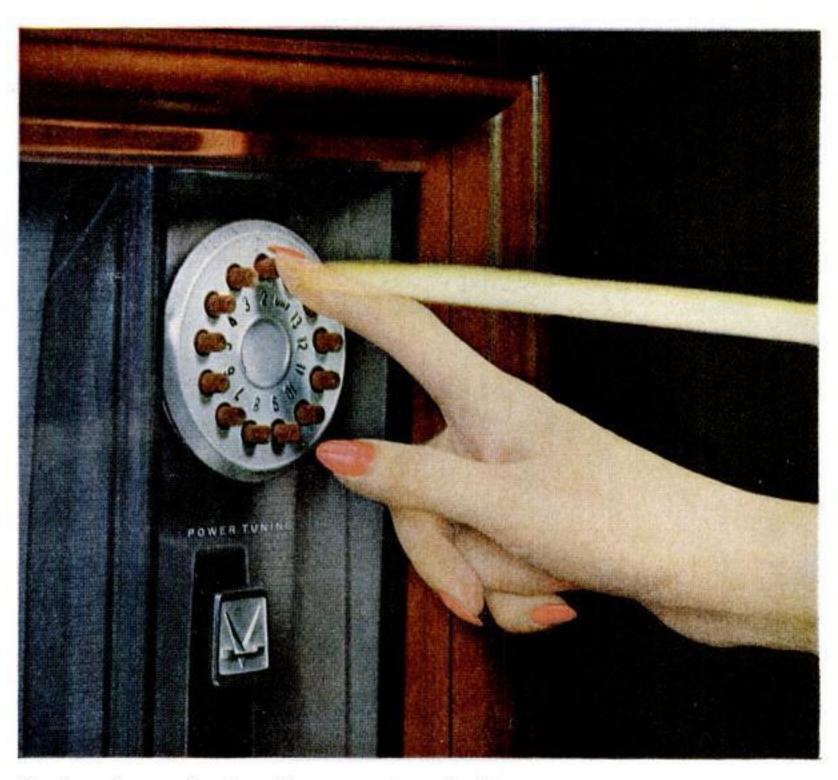
At least 6" shallower than cabinets of older sets. Thanks to the new 110° picture tube, new General Electric television sets are made to fit with your other furniture.

"They're what every style-minded woman has been waiting for," says William Pahlmann, America's foremost decorator, and here are several ways he suggests using them in your home. Here, he places a console next to hanging bookshelves. Arrangements like this are now possible because Slim Silhouette cabinets are no deeper than ordinary shelving.

Shown in blonde oak veneer, also available in genuine mahogany veneer. Multiple speakers—electronically matched. Remote control. Casters. Model 21C1562—262 square inches of viewable area.



Stop fiddling with fine-tuning . . .



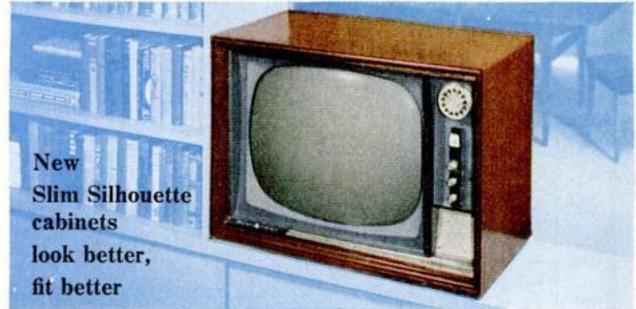
just push one button for a pre-tuned picture.

off cabinet depth for a new Slim Silhouette



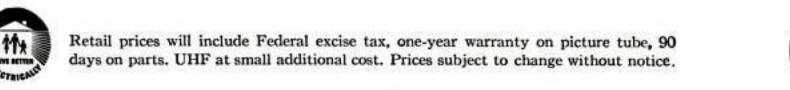
Even in a small room, this Slim Silhouette console adds to the décor without dominating it. Decorator Pahlmann lines it up with a chest like one you may already own. Console in beautifully grained cherry veneer. Rich, new, life-like sound system—3 speakers, electronically matched. Also in mahogany veneer. Model 21C1554—262 square inches of viewable area.





Only shelf-deep, a General Electric table model can grace a bookcase or room divider. Note jewel-toned control panel and lighted, easy-to-see channel number. Mahogany finish on pressed wood. Also white oak finish. Model 21T1543—262 square inches of viewable area. General Electric Company, Television Receiver Department, Syracuse 8, New York.

Progress Is Our Most Important Product





IT'S SO MUCH FUN TO CHOOSE



FROM 28 WONDERFUL FLAVORS!

in the wonderful world of

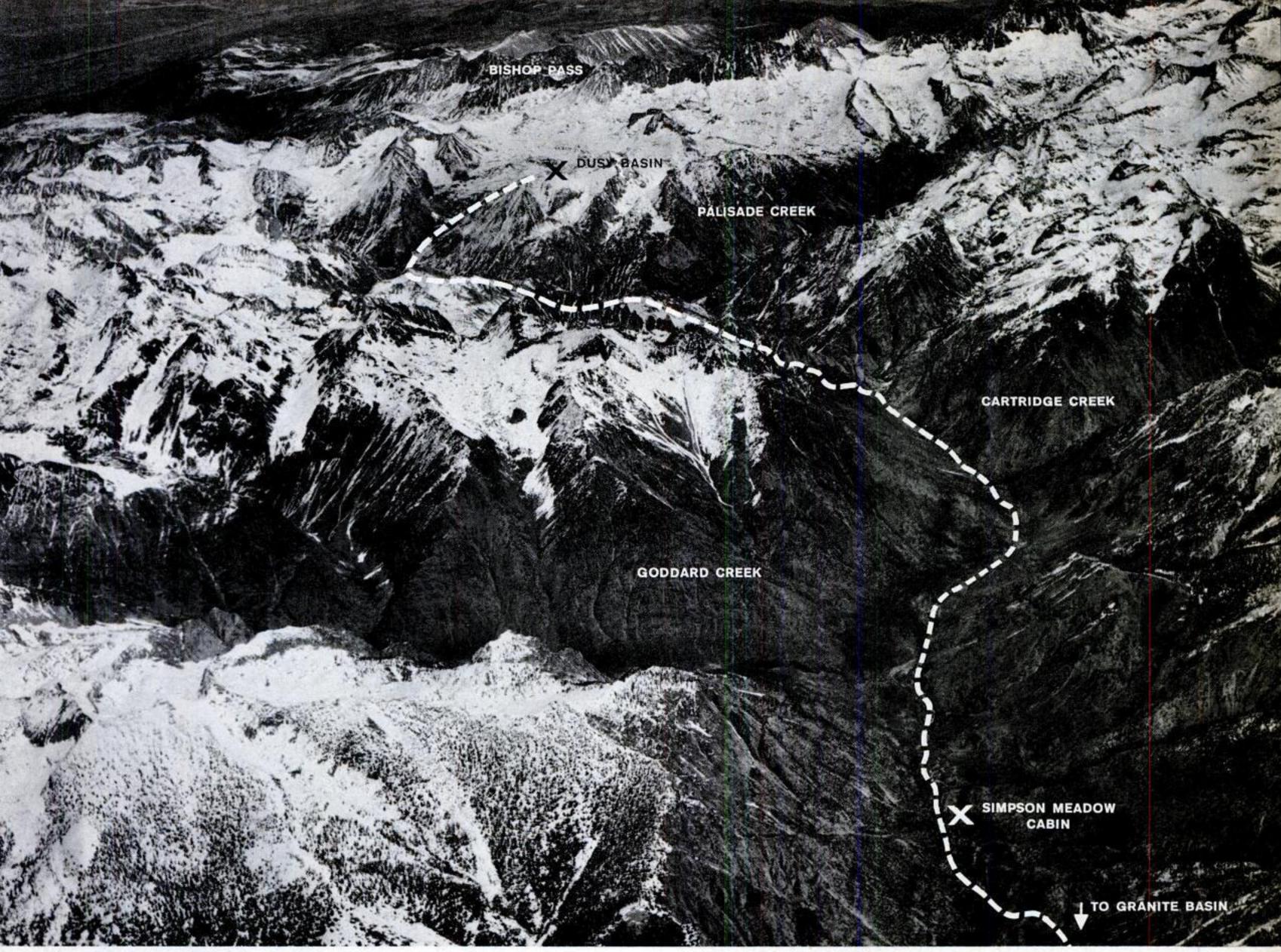
HOWARD OHNSONS

RESTAURANTS

MOTOR LODGES

ICE CREAMS · CANDIES · TAKE-HOME FROZEN FOODS

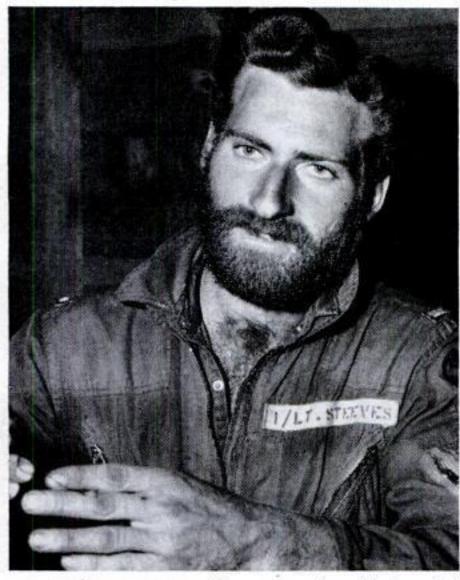
"Landmark For Hungry Americans"



SURVIVAL STORY by Steeves is depicted on photo of region. He says he landed at 11,400-foot-high Dusy Basin (cross, top center), injuring both ankles as he landed, then wrapped himself in parachute and stayed there for three days. The shortest way out was to the north by Bishop Pass (top left) but Steeves headed

down Kings River (broken line), along left bank, crossing Palisade and Cartridge creeks and passing mouth of Goddard Creek. At Simpson Meadow he came to storage shed (cross) where he found food. He stayed there for about five weeks and then found his way through pass to Granite Basin where he met camping party.

THE STRANGE CASE OF THE SIERRA SURVIVOR



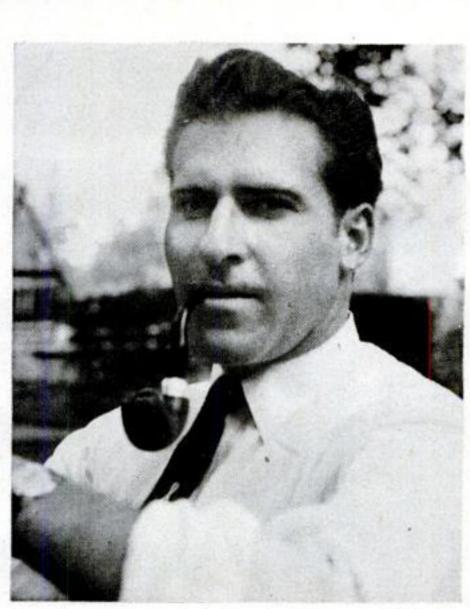
HEROIC SURVIVOR, Steeves was heavily bearded after he emerged from the Sierra Nevada in July.

Pilot's tale of mountain ordeal arouses some strong suspicions

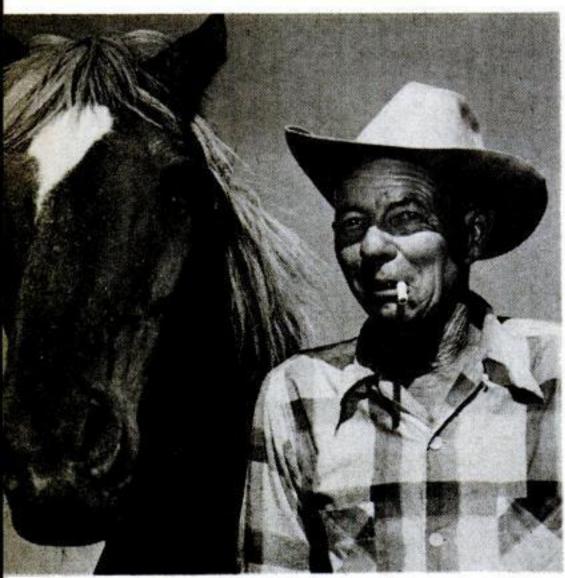
When a heavily bearded Air Force lieutenant named David Steeves appeared at a Ranger station at Kings Canyon National Park, Calif. last July, he told an almost unbelievable story. His T-33 had exploded over the Sierra Nevada, and he had parachuted into one of the most rugged areas in the U.S. (above). He survived for eight weeks and got back after his wife had been officially notified that he was dead.

Steeves's story made him an overnight hero. He appeared on TV and the Saturday Evening Post bought his story for \$10,000. But after Post Writer Clay Blair Jr. went with Steeves to Kings Canyon Park to retrace the pilot's steps, the Post canceled the contract, because of "discrepancies" in Steeves's account.

This stirred up an even more fascinating story than Steeves's tale: the mystery of what had really happened to Steeves (see next page).



HARRIED PILOT, sticking by his story, is being closely questioned by the Air Force in Washington.



GUIDE Albert Ade met Steeves as he came out of the area, later took him over area with Writer Blair. "I followed Steeves's tracks all the way," he declared, "and everything he said checked perfect."



PACK DRIVER Dudley Booth, who transports mountain supplies, found Steeves's belongings at Dusy Basin, doubts his story.



PARK CHIEF, Superintendent Thomas Allen of Kings Canyon Park, said Steeves's escape was extremely difficult but possible.



SHERIFF C. M. Howard challenged Steeves's account of his escape, said: "I'm sticking my neck out, but that's my job."

DIVIDED OPINION AT THE SPOT

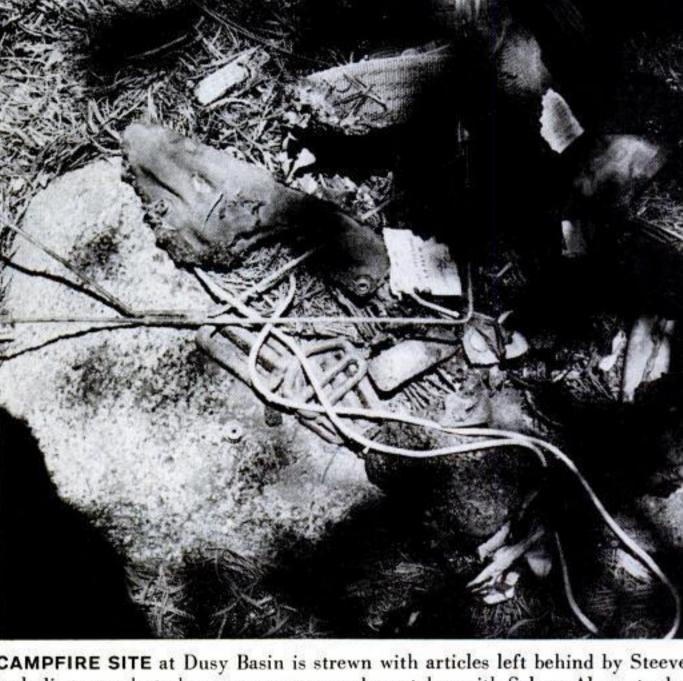


RITA STEEVES

It was men who knew the Sierra Nevada best who gave Steeves's story the most thorough going-over. Sheriff C. M. Howard (upper right) of Inyo County, which includes part of Kings Canyon Park, believed it was impossible for a man to live in the Sierra Nevada for 15 days without food as Steeves says he did. But what bothered the sheriff even more were articles found where Steeves had left them around a campfire (right) at Dusy Basin. The basin was under six feet of snow when Steeves landed there, but the articles did not look as if they could have been there for two months, in the heavy snow and thaw that followed. Steeves's

parachute was found near the campfire and the sheriff could not understand why an experienced flier wearing only a summer uniform would not have taken it along as protection. Howard suggested that Steeves may have landed closer to Simpson Meadow and, after staying there a while, had gone up to Dusy Basin, to leave the evidence. *Post* Writer Blair was worried by two main discrepancies: the surprisingly good condition of Steeves's boots, and Steeves's contradictory statements about starting a fire at Simpson Meadow.

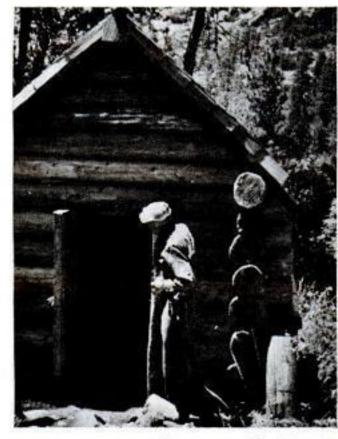
Yet some Kings Canyon Rangers thought Steeves's story was possible. His wife (inset), who is planning to divorce him for reasons that antedate this adventure, did not know what to believe. Not a trace of Steeves's plane has been found. "They can't disprove my story," Steeves insists. "How can they? Are they going to interview the animals?"



CAMPFIRE SITE at Dusy Basin is strewn with articles left behind by Steeves, including parachute harness, oxygen mask, matches with Selma, Ala. auto dealer's name. Sheriff thought Steeves would not have left valuable matches. Tree near fire was charred foot above ground, while snow in early May was six feet deep.



TAME DEER in Simpson, easily approachable by man, raised suspicions of Steeves's claim he had to set up elaborate trap to lure and kill deer.

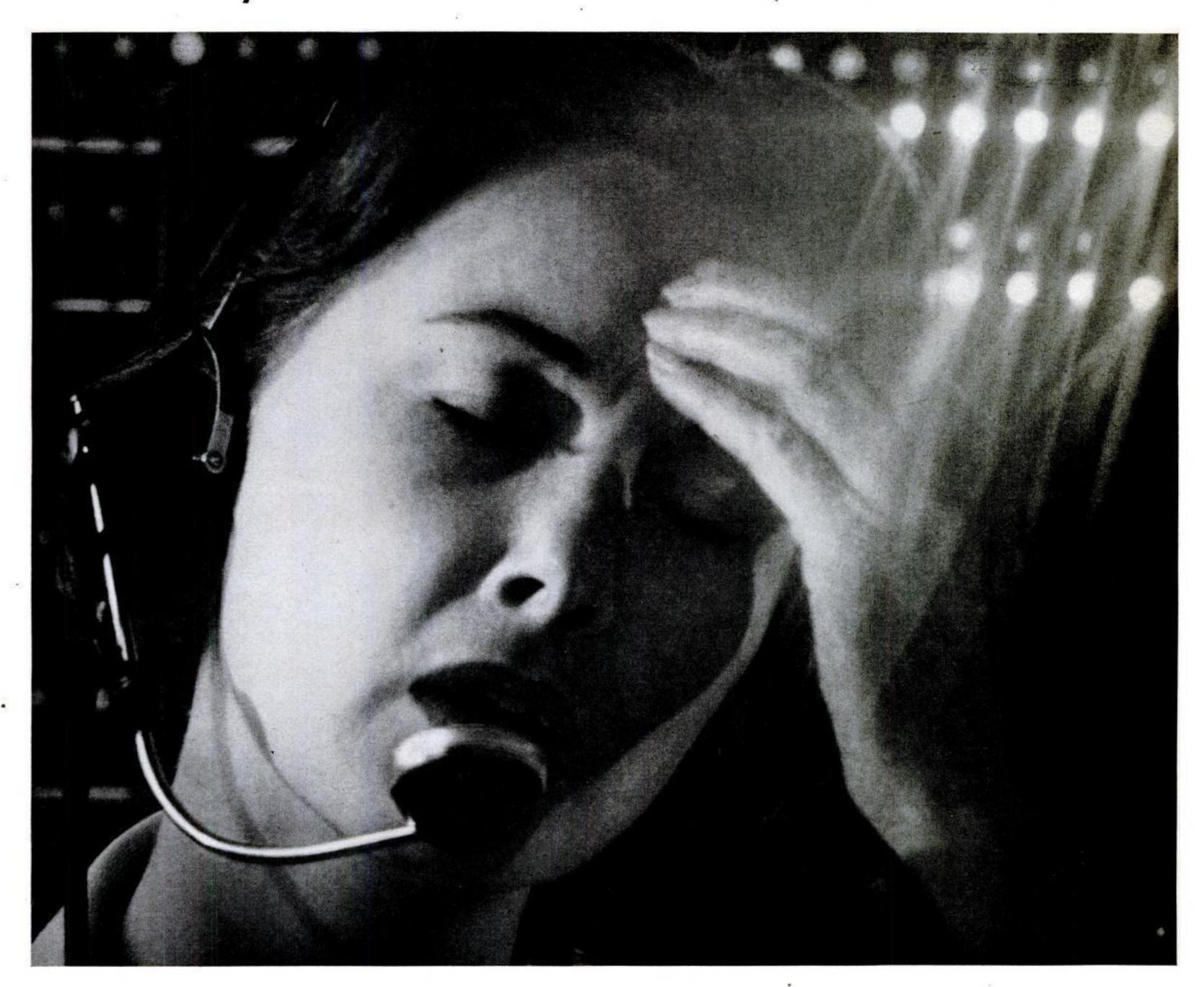


TOOL SHED at Simpson Meadow is spot where Steeves says he holed up for about five weeks, found canned tomatoes and beans, first food in 15 days.



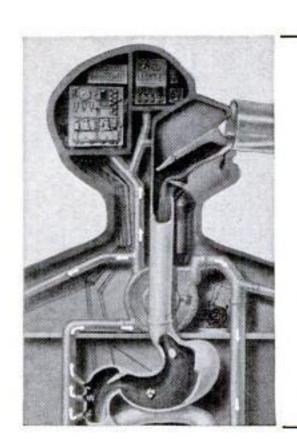
PILOT'S PRIDE AND JOY is Steeves's Jaguar, bought for \$3,700 in Montgomery, Ala. early this spring. At that time Steeves's pay was \$6,000 a year and he was living with wife and baby in a trailer. An average pilot, Steeves was taken off duty as an instructor and given less desirable maintenance duty shortly before crash.

When you can't take time out...take BUFFERIN®



BUFFERIN acts twice as fast as aspirin to relieve pain

Won't upset your stomach as aspirin often does



- 1. Medical science knows that a pain reliever must get into the blood stream to relieve pain.
- 2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .
- **3.** Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

When pain makes you feel that you can't possibly go on, remember this:

Bufferin acts twice as fast as aspirin . . . to relieve headaches, painful cold miseries, muscular pains and other discomforts. (Diagram, left, shows why.)

What's more, Bufferin won't upset your stomach as other aspirin pain relievers often do. You can even take it in the large, continuous doses often needed for temporary relief of minor arthritic pain with no ill effects.

Ask your doctor about faster, safer Bufferin for your aches and pains. Many doctors recommend it.



If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.



...when you refresh with Milk

Milk is refreshment that lasts, the pickup that keeps you picked up.

Your energy and spirits are renewed and refreshed by milk's natural sugar, minerals and proteins. Enjoy a glass of milk with meals, at bedtime . . . and it's so refreshing at "break time," mid-morning or afternoon.

So many pleasant, perfect times to enjoy a glass of milk . . . Drink 3 glasses every day!



Milk gives you calcium for healthy nerves and heart muscles. You never outgrow your need for milk—and its calcium, proteins, and vitamins.

The state of the s

O 1957, AMERICAN DAIRY ASSOCIATION

AMERICAN DAIRY ASSOCIATION • Chicago Representing the dairy farmers in your area See "The Perry Como Show" on NBC-TV



cal grille with divided bumpers, sets it apart from the other cars made by Ford: the Thunderbird and Ford on the left, Mercury and Lincoln on the right.

FINLESS EDSELS INTO THE SWIM

In the showrooms of 1,200 automobile agencies across the country next week a widely heralded event will take place. It is the unveiling of the Ford company's Edsel, first big new car to be brought out by a major U.S. manufacturer in almost 20 years—since the Mercury's debut in 1938. Named after Henry Ford's late son, it is the Ford Motor Company's answer to a top problem. Although Ford stands with Chevrolet at the head of the low-priced field, it has lagged badly in the medium-priced range, with only the Mercury in that field.

In prosperous times too many Ford customers graduating to bigger cars have been lost to GM, which offers three medium-priced cars, and to Chrysler which has two. The Edsel will be Ford's counterpart, roughly, of the Buick, with a basic list-price range of around \$2,400 to \$3,600. Ford's planners, at work for almost a decade, have spent a quarter of a billion dollars to develop the Edsel. Their car will come in two sizes (118- and 124-inch wheelbases) with two different engines, each developing more than 300 hp. Altogether there will be 18 different models of the Edsel in four body series: Pacer, Ranger, Corsair and Citation. To give the car a conspicuous look, the front end has an instantly recognizable vertical grille. The body has a square appearance, and in sharp contrast with most of its rivals the Edsel will have no tail fins. The automatic shift buttons are in center of steering wheel. In its first year Ford hopes to sell 200,000 Edsels, about three percent of the total expected auto market.

MASSED EDSEL MODELS are: at top, Villager station wagon and two hardtop Citations; center, convertible Citation; bottom, Pacer convertible, hardtop Corsair. Finless Edsel has horizontal taillights.





DAYTIME SUITS are displayed on a merry-go-round at children's playground in the Bois de Boulogne in Paris. Left to right: Christian Dior lavender wool suit with pleated skirt; Guy Laroche wool jumper with loose jacket and beige jersey blouse; Pierre Cardin suit with long collarless jacket that gives even

shorter look to skirt and cowl-like drape that hangs far down the back; Lanvin-Castillo blue suit with easy-fitting jacket with collar trimmed in Persian lamb; Patou three-piece tweedy wool outfit of skirt, jacket and occlot-lined short coat. Small, off-the-face hats are designed in materials and colors to match the suits.



EVENING DRESSES all have short full skirts. Left to right: Lanvin-Castillo yellow brocade with high neck, laced sides; Cardin puffed-out skirt with panel down the back; Dior black and white strapless

silk with overskirt that can be detached and lifted up over shoulders to form cape; Laroche mixture of sheer black net bordered with white lace over layered petticoats; Lanvin-Castillo dress with roomy

pockets in a draped, doubled-over skirt; Cardin satin and velvet woven in floral pattern with high neck and skirt draped in intricate folds; Laroche printed taffeta with suspender top, swinging paneled drapery

A Bright Young Look in Paris

SKIRTS GET SHORTER, A 'BAG' GETS A PLAY

In Paris the skirts were shorter, the waistlines freer, the colors brighter. As a result the clothes in the fall collections had a look of youthful sprightliness that showed in designs of even the most staid houses. In suits (top, opposite page) the youthful appearance was often heightened by long jackets which made skirts seem even shorter. In evening clothes (bottom) the effect was created by giving short skirts fullness and flounce, and in the coats (next page) by looseness and roomy cut.

Sometimes the loose fit reached the extreme (at right) in the new "bag" style which was given a big play. Sometimes skirts climbed to just below the knee. But mostly designers were content to make the clothes look easy to get into and easy to get around in and to raise hemlines a bare inch above present lengths.

U.S. buyers were pleased with the youngwoman-of-the-world look which they felt was right up the American alley. While giving their usual sizable orders to established houses, they also paid special attention to two young newcomers, Guy Laroche, 33, whose first collection was a big hit last spring, and Pierre Cardin, 32, virtually unknown in the U.S. until now.



over hips; Patou pink chiffon with satin bodice, pink streamers falling from knotted cowl in back and matching satin pillbox hat and pumps. The children's miniature train is in the Bois de Boulogne.



THE "BAG," as designed by Cardin and worn in the Tuileries Gardens, is an unfitted sheath of her-

ringbone tweed with matching jacket and hat. It hangs free and unbelted all through midsection.



DOUBLE-DECKER COAT in orange fleece by Laroche looks two-piece but isn't. Double-breasted cut gives bulky look. Background is Tuileries Gardens.



BELTED COAT in checked tweed by Lanvin-Castillo drops belt from waistline to the hips. The picture map shows the children's park in the Bois de Boulogne.



EVENING COAT of silk, worn in the Place Furstenberg, is in brilliant orange color that Laroche used in most of his collection. Casual collar buttons down.



Hammond Spinet Model illustrated

You find happy people in a home that has a Hammond Organ

...owning and playing a Hammond Organ is an experience you can share with the whole family

...it gives you the satisfaction of filling your leisure time with something worthwhile

... you know the joy of listening to your children create living music

...and there's little room for worry or tension or trouble in a home that's filled with music

Why a Hammond Organ? Because it differs from others in several ways. (1) No Spinet Model Hammond has ever needed tuning. (2) It gives you thousands of different kinds of tones...controlled at a touch by Hammond's exclusive Harmonic Drawbars. The voices of many orchestral instruments are yours to command with your Hammond Organ. Ask your dealer to demonstrate these exclusive musical advantages.

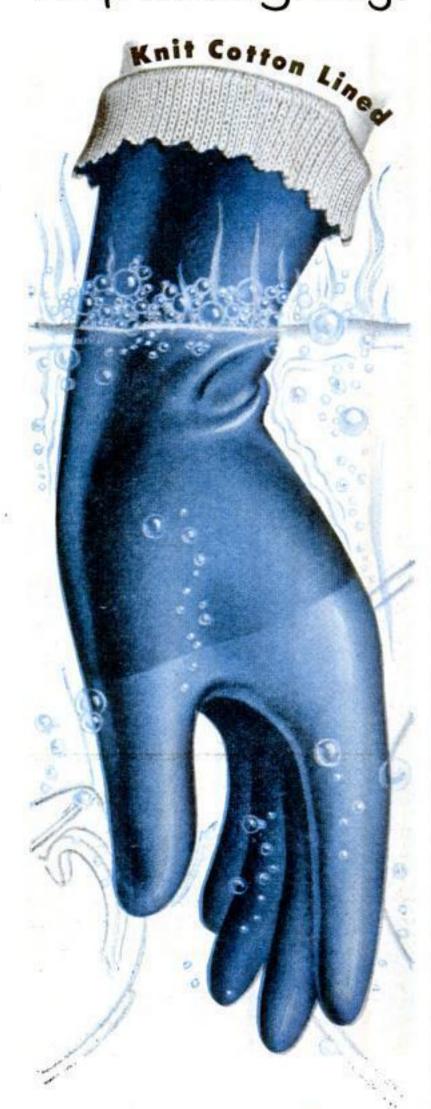
Terms . . . \$135 down at most dealers and about \$40 a month

Hammond Organ ... music's most glorious voice

Hammond Organ Company 4209 W. Diversey Ave., Chicago 39, Illinois Please send color brochure and tell me how to get FREE LP ORGAN RECORD at my dealer's. City Zone State @ 1957, HAMMOND ORGAN COMPANY 9

Do your Hands tell your age?

Bluettes[®] Keep them Young!



Absorbent cotton lining insulates from heat . . . Machine Washable.

\$1.49 pair



Cotton-Suede lined SUPER Ebonettes® in 3 modern pastels. 98c pair

Soil-and-stain-proof Ebonettes® Black outside, Satinized pastel inside. **79c** pair

All of Du Pont Neoprene Rubber to withstand greases, polishes, detergents . . . safe non-slip finger design.

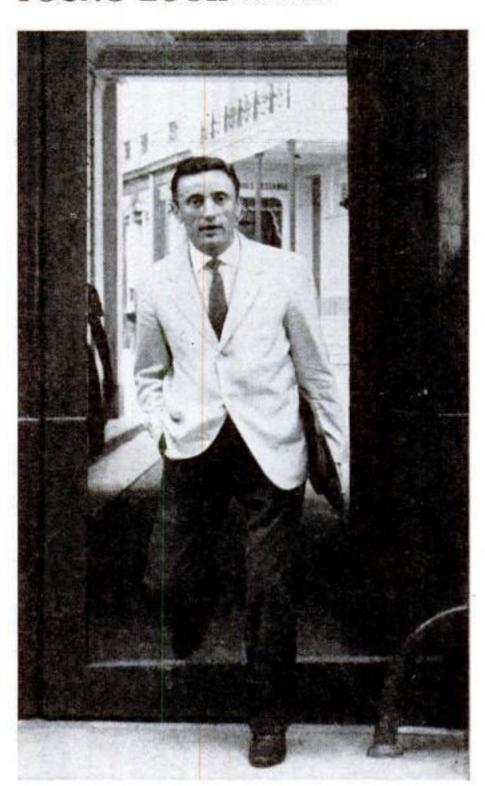
The PIONEER Rubber Company Willard, Ohio

Prices Higher in Canada



PIERRE CARDIN sits in court of his Faubourg St. Honoré couture house with Model Dominique wearing one of his new short-skirted young coats. Cardin started with Dior, has had own house for six years, scored first success with Americans this year.

YOUNG LOOK CONTINUED



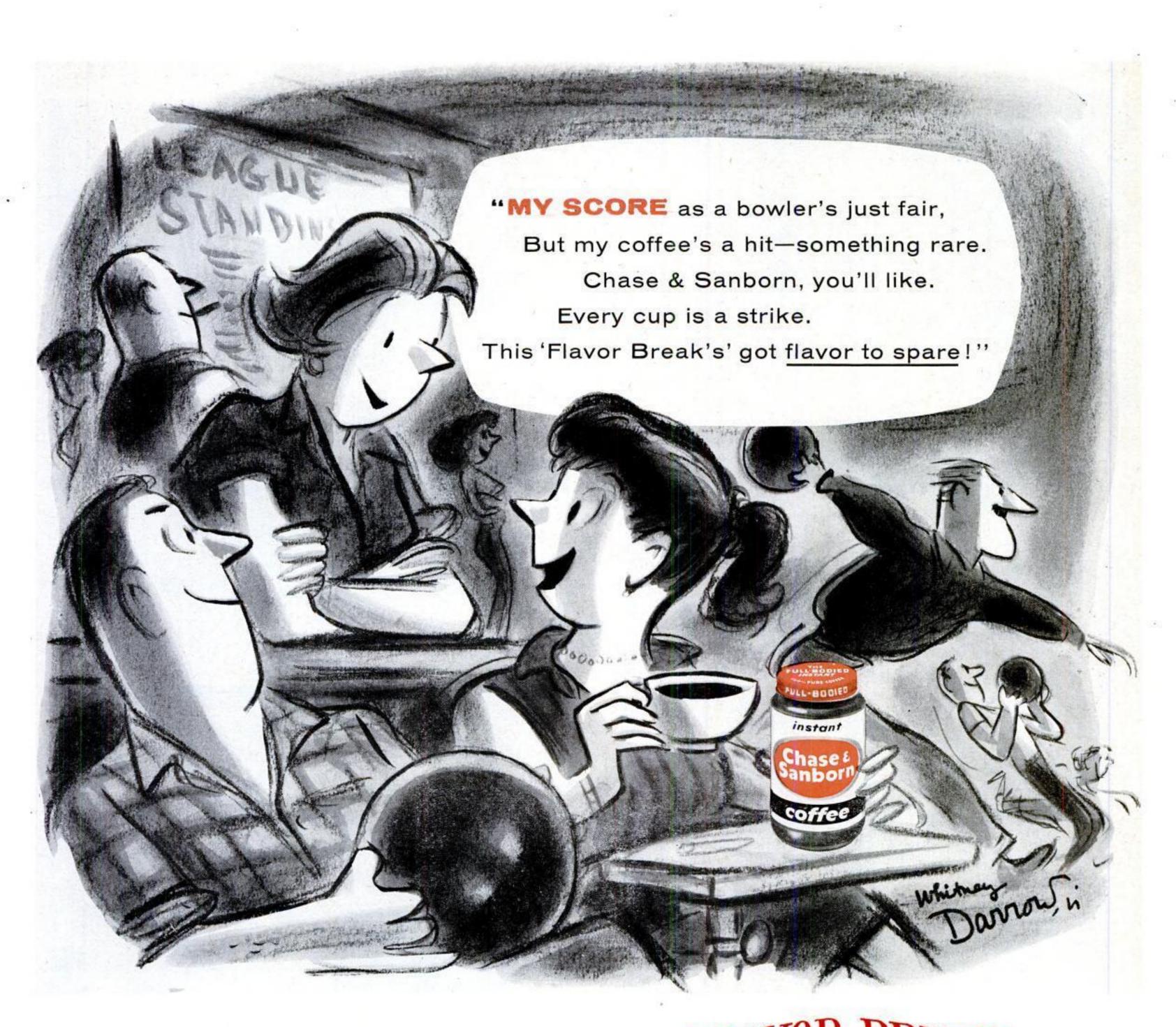
GUY LAROCHE hurries out of his establishment on the Avenue Franklin Roosevelt. A success at his debut earlier this year (Life, April 1). Laroche was an even bigger hit with his second collection.



BEADED "BAG" in flesh tone by Laroche is reminiscent of evening styles of '20s though not worn quite so

short. Girl is coming from Le Trou Madame, a Left Bank disque club where entertainment consists of jazz records.

CONTINUED



Next time give yourself a... FLAVOR BREAK

A cup of coffee should be a mood . . . a pleasant interlude . . . a perfect companion to meals and in-between moments. And when it's Instant Chase & Sanborn, it's all of these—and more! It's a real Flavor Break!

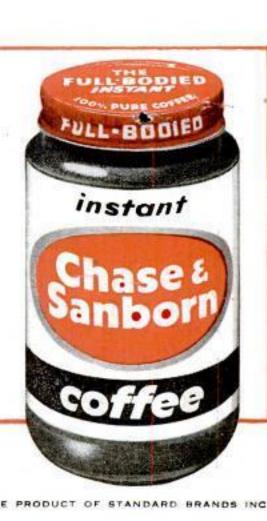
That's because this is the full-bodied coffee. Wonderfully invigorating. Exceptionally satisfying!

Next time, don't settle for just a coffee break. Give yourself a Flavor Break with Instant Chase & Sanborn. From first sip to second cup . . . you've never tasted finer!

MAKES THE KIND OF GOOD COFFEE EVERYONE LOVES



"My husband isn't fit to live with," says Mrs. Warren Nardin of East Norwich, L. I., "until after his morning coffee. I've tried all kinds-but nothing, I find, pleases him like Instant Chase & Sanborn. In fact, we both like the flavor of this coffee so much, we actually find ourselves smiling at each other by the second cup!"



INSTANT CHASE & SANBORN —the full-bodied coffee another fine product of standard brands inc.

WHAT TO DO ...



if the big winds come!

Standing up to violent windstorms is not a hopeless task!

You can combat their destructiveness—save lives and protect property
by taking these simple but effective precautions if one heads your way.

Save Lives—Avoid Injuries: Stay tuned to Weather Bureau Bulletins and follow their advice. Have on hand a flashlight, first-aid kit and instruction book, battery-powered radio, fresh drinking water, canned food and a good fire extinguisher. Get away from beach and low waterfront areas in plenty of time to avoid high water and hazardous driving.

Protect Your Property: Garage your car. Put loose or movable outside objects in a safe place. Remove tree branches that could strike your house. Secure window blinds. Board up, tape or otherwise protect your windows. Be sure that a window or door is left slightly open on the side of the house opposite the side facing the wind. This will relieve dangerous pressures. If, after a lull, the wind returns from another direction, change these openings accordingly. Be calm—your ability in an emergency will inspire others!

Tornadoes Are Different: They move quickly with great destructive force. Usually the path of a tornado is only a few hundred yards wide . . . and it travels toward the Northeast. If the ideal protection of a cave or underground excavation is not available, take these precautions:

In open country move at right angles to the tornado's path. If escape is not possible, lie flat in the nearest depression—a ditch or ravine. In town or city seek inside shelter, preferably in a steel reinforced building. Stay away from windows. In your home take refuge in the SOUTHWEST corner of your basement.

After The Winds: Don't drive unless necessary. Be extremely alert to prevent fires. Don't touch loose or dangling wires. Report broken power lines, sewers or water mains to authorities or nearest police officer. Be diligent and careful!

By following these precautions, you can help save lives and conserve property.



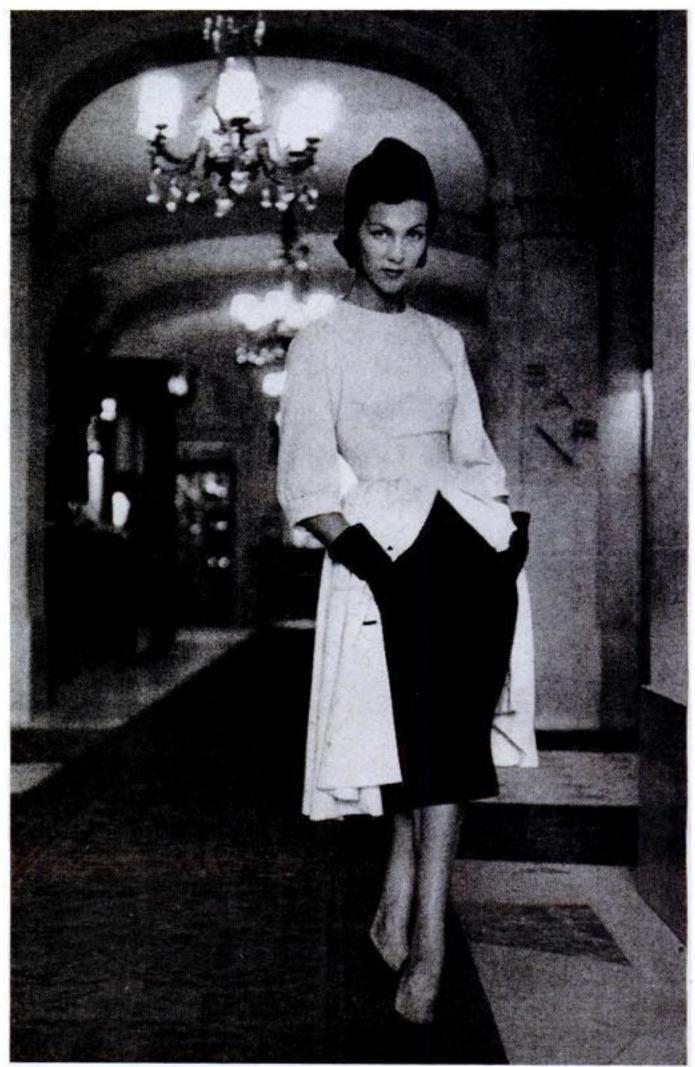
- * The Continental Insurance Company
- * Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

YOUNG LOOK CONTINUED

LOT OF WHITE AND BLACK



WHITE AND BLACK COMBINATION ran through most collections. This Dior dress in "bag" style is fitted through bust, wrapped loosely below.



AFTERNOON DRESS by Lanvin-Castillo combines white wool with black, has very short skirt. Many of his styles called for hands-in-pocket stance.

CONTINUED

Help Yourself!

Toy House APPROVED TOYS

are on display in your



Play Tested...

Age Grouped and
Inexpensive. too!

Children need toys all year 'round.
They are the child's bridge to the future...tools of learning. But they must be good toys...right for your child. When you select toys that bear the TOY HOUSE label you know they are good...they are sanitary...safe...certain to be enjoyed with lasting play interest.
That is because of the unique TOY HOUSE program of play testing and age grouping all toys.





Every day of the year more than 80,000 TOY HOUSE approved TOYS are bought in the nation's food, drug and department stores.

THE TOY HOUSE is a registered trade mark of

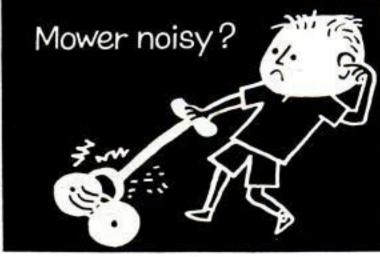
WORLD TOY HOUSE, INC.,

SAINT PAUL 2, MINNESOTA

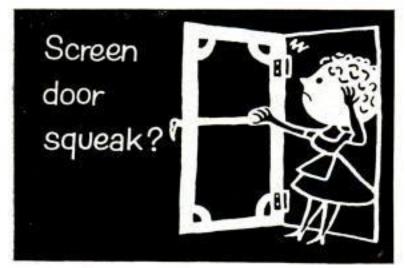
FIX-IT TIPS with 3-in-One oil



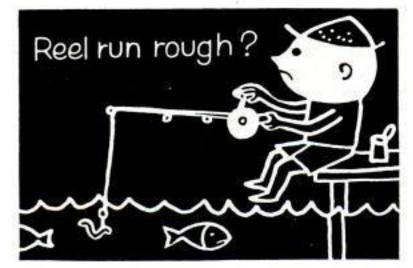
Speed it up and quiet it down with clean-running "3-in-ONE" oil. Works into difficult places. Doesn't gum up.



Power and hand mowers run quietly when oiled regularly with "3-in-ONE." Penetrates, lubricates, prevents rust.



Silence hinges, springs, and catches with "3-in-ONE" oil. Its lubrication lasts through all kinds of weather.



Set it spinning like new with "3-in-ONE" oil. Never gums up. Perfect for lubricating even delicate machinery.

Keep things moving with

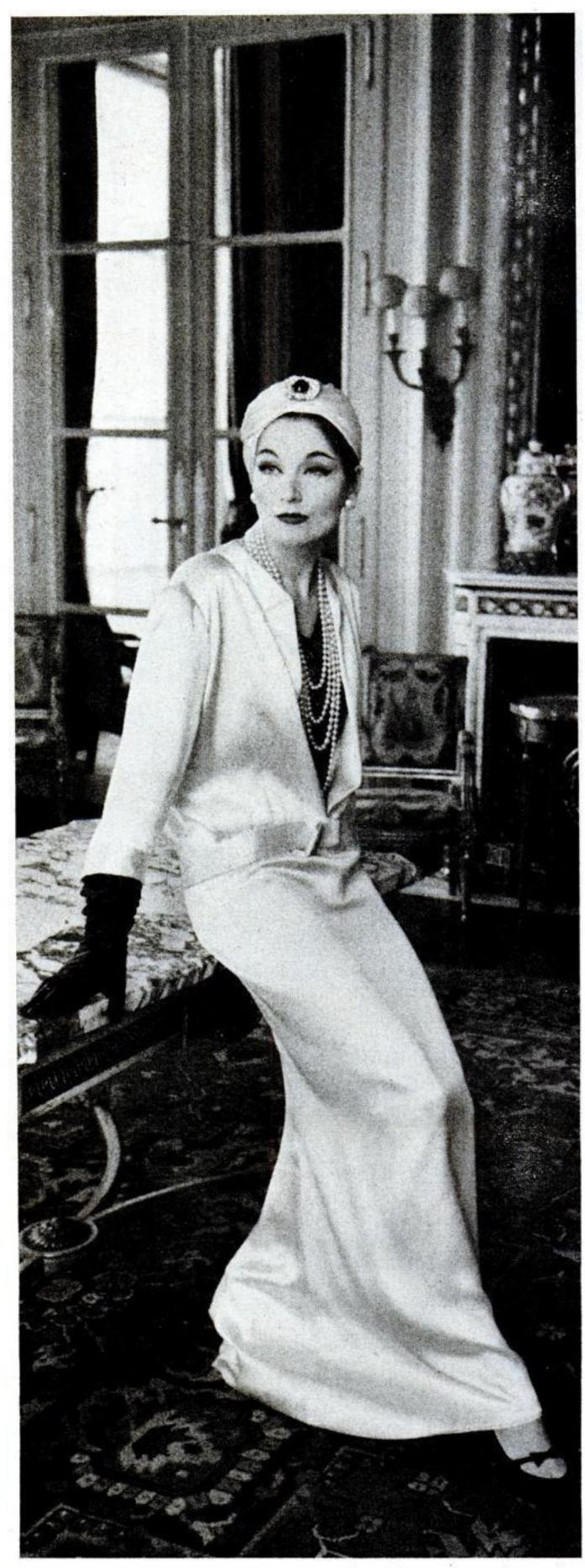
3-IN-ONE OIL



New handy spray can for hard-to-get-at places.

YOUNG LOOK CONTINUED

AND A MATURE LOOK TOO



BALMAIN DINNER OUTFIT consists of a white satin cardigan, skirt and turban, black jersey blouse. Its loose lines are in the unfitted feeling prevalent in Paris. But where the clothes on the preceding pages are meant for youngish, small-boned wearers, this is for larger, more mature women.



New Musterole speeds deeper "baked heat" comfort! Just rub it on-amazing GM-7 (glycol monosalicylate) plus stimulating oil of mustard ease pain-fast! Also minor pains of rheumatism, aching back, strains. The only

family rub in 3 strengths, Regular, Extra Strong, and Child's Mild. Save on large size tubes.



Clinical Tests Prove Mexsana Prevents Minor Rashes, Chafe, Shoe-Rub



POWDER

MEDICATED

Before dressing, shake on Mexsana—feel comfortable all over-all day long. Clings close to protect against rub and friction. Has absorbent, pure cornstarch base plus special ingredient that destroys irritating skin surface bacteria. 39é, 79é, \$1.29 at drug counters everywhere



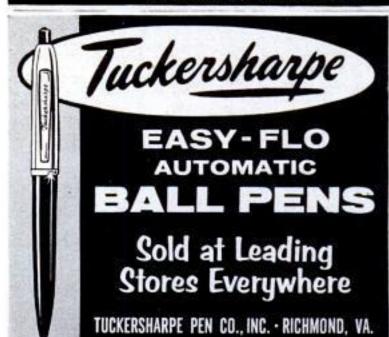
SEE THE NEW

MASTER CORPORATION · Wichita, Kansas

DUO SLIMLINE WALLETS

• THIN AS A WAFER • 2 PASS CASES • 16 PICTURE WINDOWS

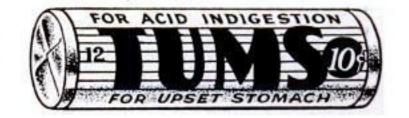
by BeauBrummel



BIG RELIEF

From a tiny ((TUMS) tablet!

Tums relieves even stubborn acid indigestion in 4 seconds. And, combined with digestive fluids, results in a soothing protective coating for the stomach walls!





WINNER'S CHOICE— A FABULOUS VACATION IN PARIS OR HAWAII

YOU'LL FLY BY PAN AMERICAN CLIPPER ON THE TRIP OF A LIFETIME... 125 VALUABLE PRIZES



Question: HOW MANY THINGS IN THIS PICTURE ARE COVERED WITH Con-Tact ?*

*for example . . . the coffee table is "marble" CON-TACT . . . one wall is "brick" . . . the window shades are "grasscloth" . . . all, self-adhesive plastic CON-TACT. How many others can you find? CON-TACT Tape and CON-TACT Shelf and Edging count, too!

LOOK WHAT YOU CAN WIN

Glamorous trips for two — you and your companion will fly by Pan American Clippers on unforgettable expense-paid vacations!

1st Prize: Winner's Choice: Paris or Hawaii. 2 glorious weeks for two.

2nd Prize: Hawaiian holiday for two. 6 nights, 5 days in the tropical paradise.

Two 3rd Prizes: Color TV sets.
RCA Victor's latest 21" tube

table models. With stand, worth \$510. each.

Three 4th Prizes: Portable TV
sets. New, 17" tube "Graduate"
models by RCA Victor. Worth
\$170. each.

Also 10 Sylvania deluxe clock radios worth \$39.95 each; and 108 Roto-Broil "400" king-size square cooker-fryers worth \$49.95 each; plus magnificent bonus prizes for 7 top winners —22-diamond Benrus wristwatches worth \$295.00 each.



... a product of COHN-HALL-MARX CO., a division of United Merchants and Manufacturers, Inc., 40 West 40th St., N. Y. 18, N. Y.

GO TO YOUR NEAREST STORE FOR YOUR OFFICIAL ENTRY BLANK

See the striking selection of CON-TACT patterns shown at your favorite housewares, variety, paint or department store. The display will help you find the designs used in this beautiful home...designs sure to excite your own decorating imagination with ideas to do-it-yourself.

YOU WIN ANYWAY — because it's so easy to give a brand new look to everything in your home with CON-TACT — practical, too. CON-TACT is washable, waterproof plastic...its backing is self-adhesive, to adhere without paste or tacks to any smooth surface. You just cut it to size, and smooth it on ... that's all!

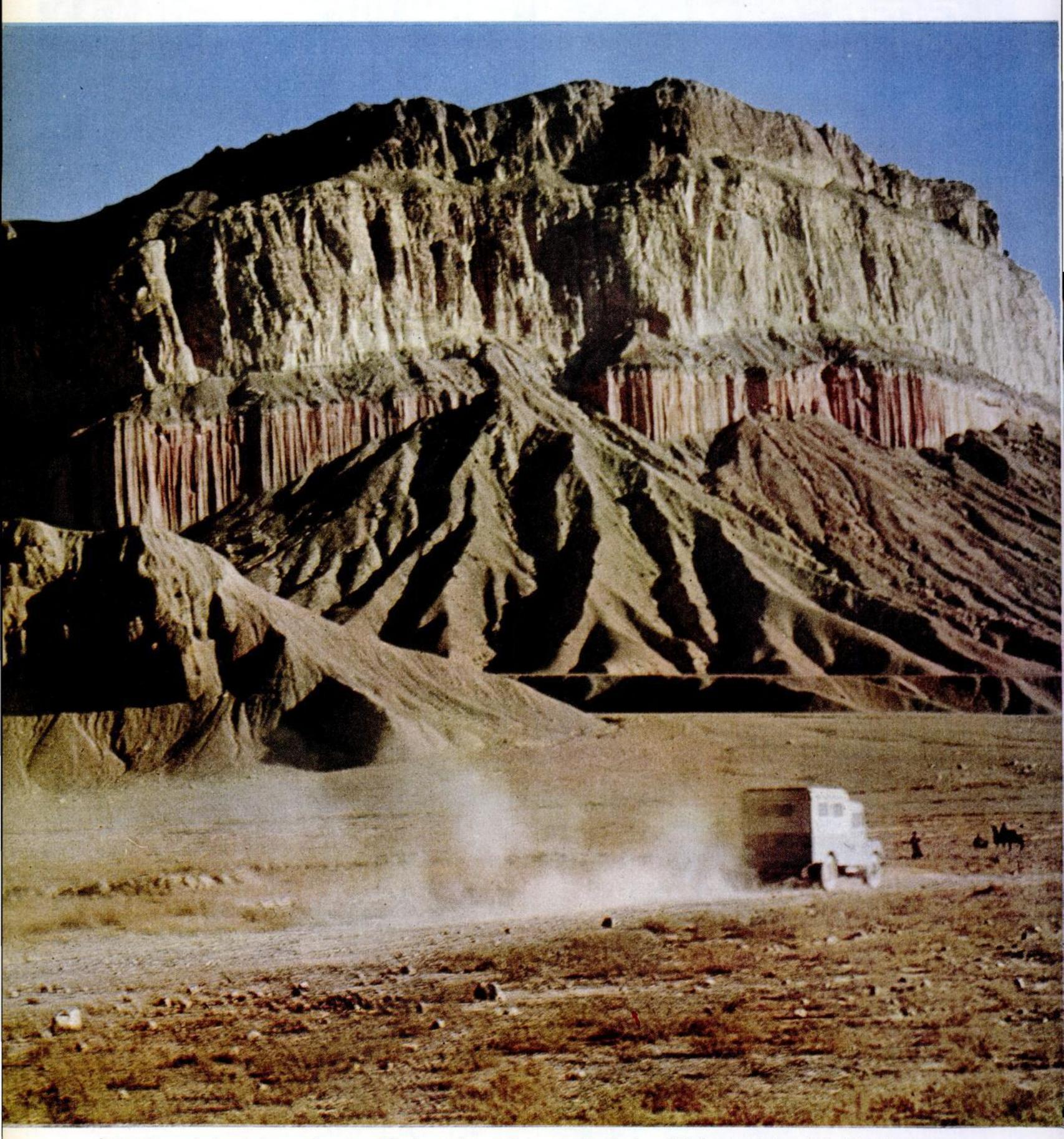
Your entry blank contains complete contest rules. Get it today, write the last line of the jingle, and mail it in by Oct. 25, 1957.

Contest is open to residents of the United States, its territories, and Canada.

® BY UNITED MERCHANTS AND MANUFACTURERS, INC. 1997

SIXTH IN A LIFE SERIES: 'GREAT ADVENTURES'

A JOUNCING TOUR OF

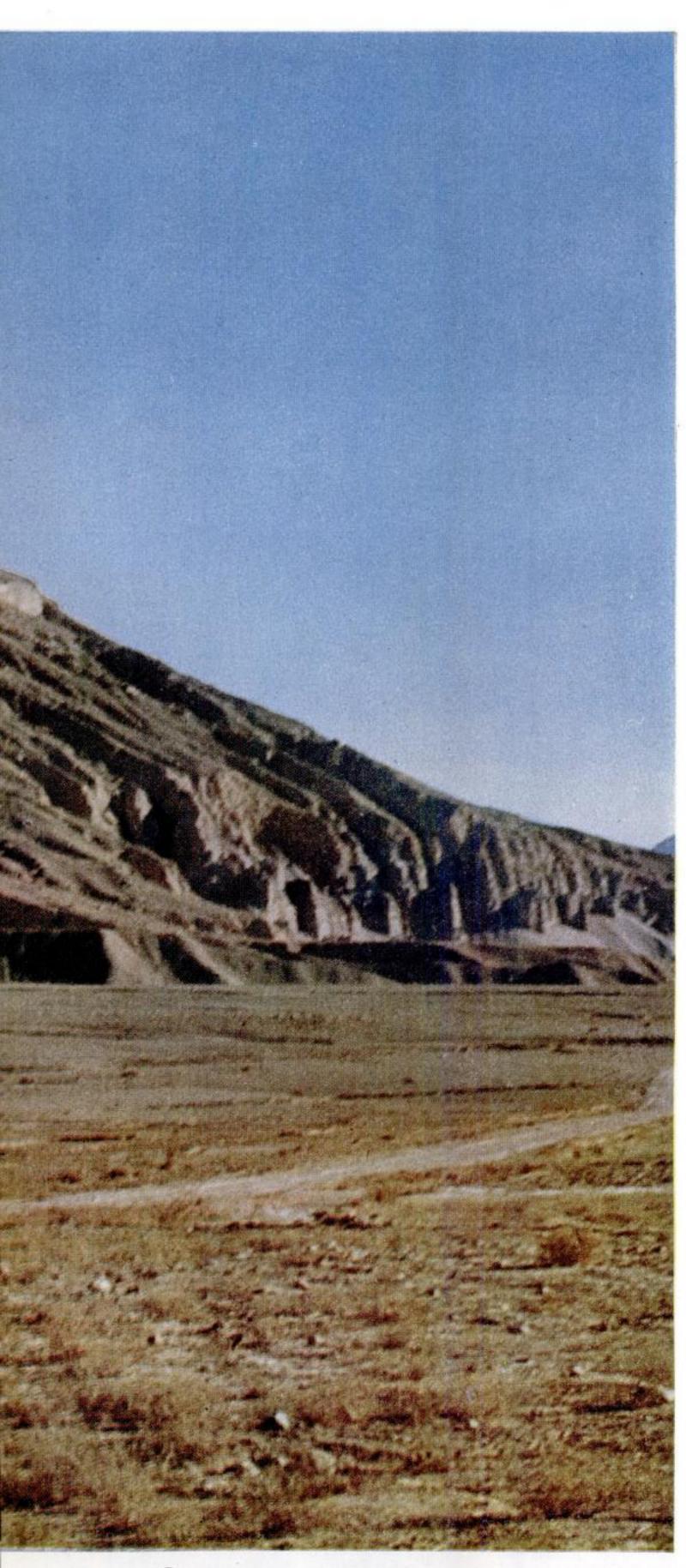


JOLTING over the barren plateaus of northern Afghanistan, Pierre and I excitedly feel that this rocky track can take us wherever we want to go. As we bounce along in our Land Rover past a lone shepherd, we

can taste the dust which rises toward the majestic cliffs beside us.

We sense the rare exhilaration of wandering alone in a remote and forbidding world and are especially aware of our deep dependence on each other.

KIPLING'S WILD LAND



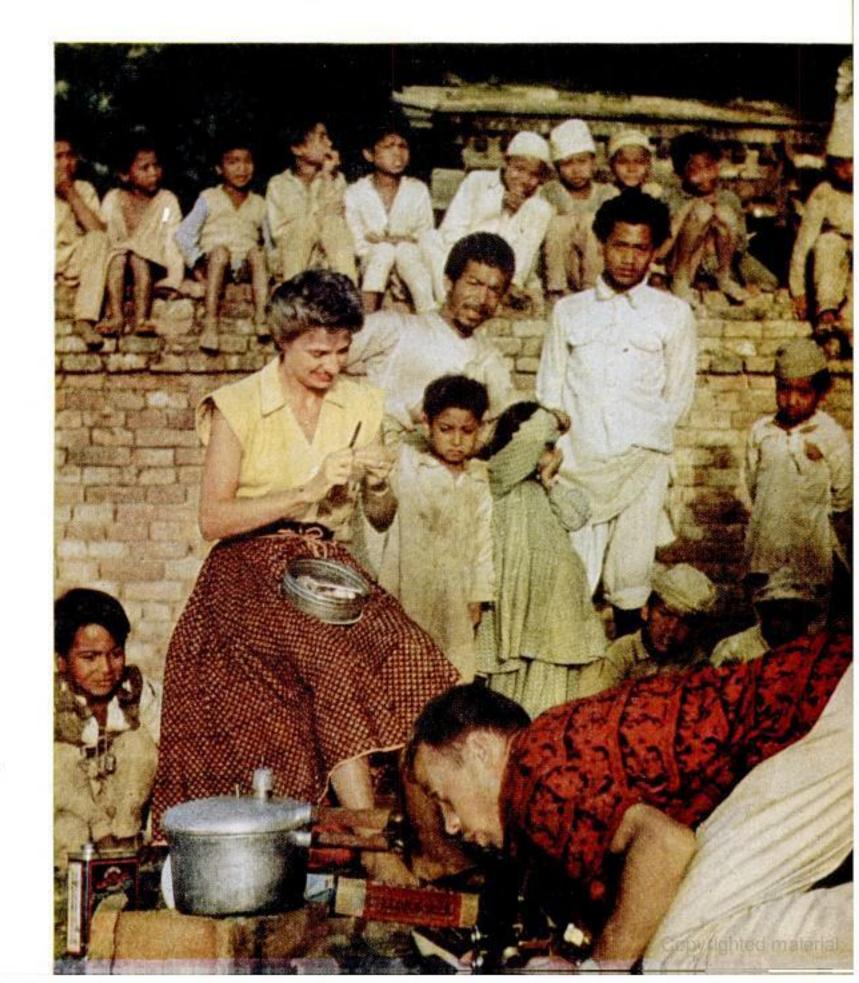
OUR camping duties amaze local villagers who, uninvited but welcome, congregate and rob us of privacy. Here in Nepal they stare as we start the gasoline stove and peel onions for our pressure-cooker stew.

Inquisitive American couple explores the remote reaches of an exotic and fabled world

THE world of Rudyard Kipling, peopled by legendary and fierce tribesmen on the wild and barren lands that formed India's frontier, has captivated young minds for generations. For Pierre and Peggy Streit, two young American journalists in Paris, the desire to see Kipling's land as it is today had become irresistible. "We made our decision," says Peggy. "We decided the trip was ridiculous and badly planned; that it was a foolish extravagance—and that we would go anyway."

A wake of white dust followed their British Land Rover, chosen for its rugged four-wheel drive, as they headed through desolate Afghanistan (opposite). Once in Kipling's land, the Streits let curiosity lead them to places they had never planned to see—and which Kipling never saw either—and sometimes into unexpected predicaments. Hearing of their arrival in India, LIFE asked the Streits to record their westward return (see map following color pages). Pierre became the expedition's photographer and Peggy wrote the captions for the pictures shown on these pages.

Camping at night in the wilderness, the couple sometimes heard far off the rhythmical clanging of the bells of a camel caravan. Sometimes the still air bore the plaintive piping of a distant shepherd. More often they had company, as people materialized miraculously from the seemingly deserted land to view the strangers from America. "The children always gathered first, then their dogs, their fathers and finally their mothers." The Streits had planned a three-month jaunt, but the actual trip took 22 months. The fascinations of another world delayed them continually. Now in the U.S., the Streits are already talking about going right back again.





AT DAWN Pierre awakens me. Lying on our camp cots we look out over the terraced, irrigated fields below. We listen to Hindu prayers recited in a nearby temple (opposite) and hear the clear call of a cuckoo.

BEFORE BREAKFAST I pour drinking water for our coffee as villagers, — carrying farm supplies on shoulder poles, trudge along the road.

We are camped in a temple courtyard about 14 miles from Katmandu.

From camps in far Nepal into Everest's foothills

As journalists, the Streits had hoped to meet expenses by picking up story assignments along the way. While camping among the temples and paddies of Nepal they were asked to cover the triumphant return of the Swiss Everest expedition to the Nepalese capital, Katmandu. Told the trip would take only a few days, they headed into the Himalayas with minimum equipment. As they left Katmandu the monsoon broke. "The rain fell with such violence," commented Peggy later, "that we couldn't distinguish the water falling from the water already in the rice fields." The Streits's Land Rover bogged down (below). They stubbornly continued on foot, but as they did so the days became weeks, food ran low and discomfort marked every turn of their mountainous route (next pages).



TRAPPED IN MUD on the way to Mt. Everest, our Land Rover is mired, but we finally shove her to firm ground. Since the road stopped here we left her under native guard and headed for Everest on foot.

STARTING TO CLIMB the lush foothills of the Himalayas
I pass a native porter who stares at my short hair and cumbersome skirt,
worn for modesty's sake. To him my umbrella is a symbol of wealth.









Leeches, toil and a bracing



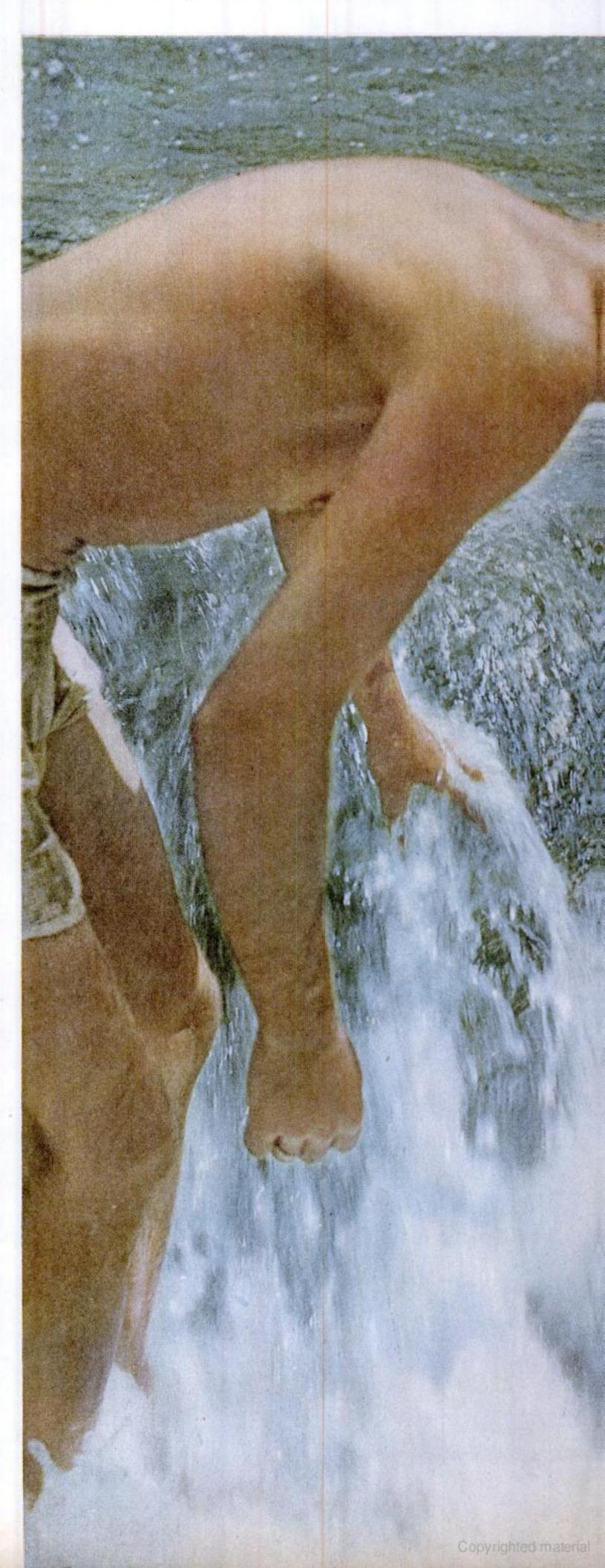
IN A MONSOON DOWNPOUR, hunched under an umbrella and raincoat, we gulp down a quick meal. We ate so much rice and porridge when other supplies gave out that I swore I'd never eat porridge again.



CROSSING A STREAM I get a lift from one of our porters who won a coin toss for the privilege of carrying an American *mem-sahib*. Since there were leeches on the rocks and banks, I did not object.



I GET DE-LEECHED by Pierre. The annoying leeches stuck to our limbs and sucked our blood, and we were obliged to check our legs for them every ten steps. This was why I switched from a skirt to shorts.

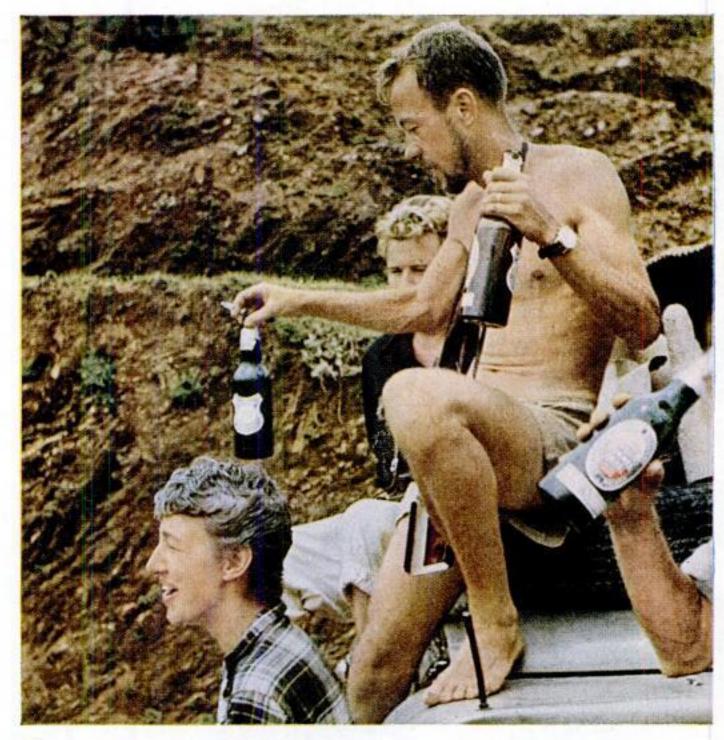


bath in the lofty Himalayas





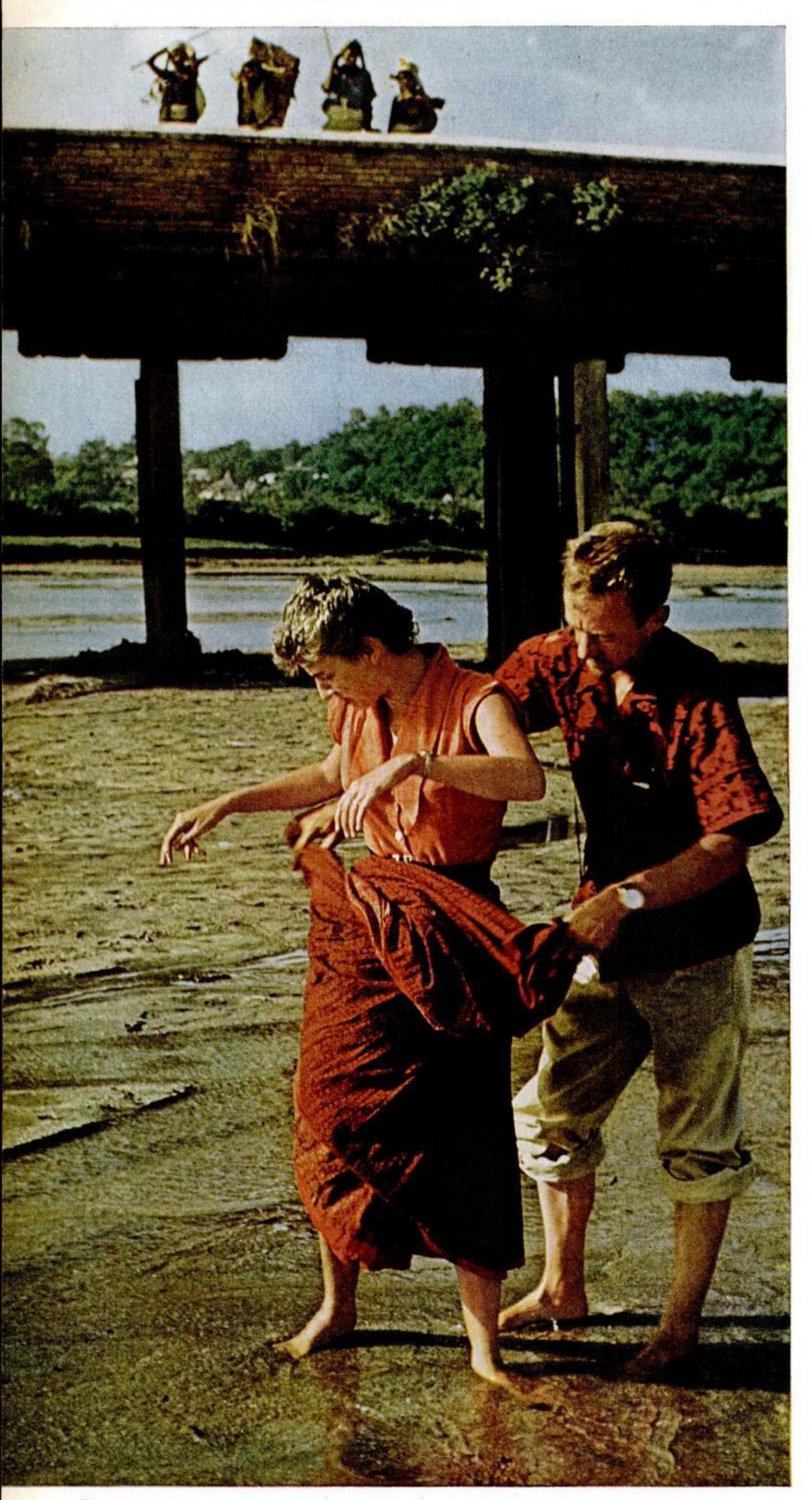
TAKING A BREATHER in the Everest foothills, we nibble on corn picked along the trail as a British correspondent and a doctor from the Swiss expedition plod by. We had met the Swiss higher up on the trail.



BACK WITH OUR CAR, which we found safe where we'd left her, we hold an "almost home" party. Beer, sent ahead by friends in Katmandu to celebrate the expedition's return, is shared with us by the Swiss.



PAYING OFF our young porters in Katmandu, we give one of them 105 rupees (about \$22) for his three weeks' portaging work. Each porter carried on his back 60 pounds of equipment and supplies.



BEFORE A BATH in a river Pierre helps me tuck up my ample Indian skirt as the ever-present audience watches from a bridge. Keeping clean

and finding privacy were major problems. I never quite got used to washing myself while watched by scores of natives.



A THEATER AND A TEAHOUSE GLISTEN, THEIR

A rainy 890 miles with a gala finish



ELEGANTLY GARBED for an Indian wedding reception, I am assisted from our dowdy car by the doorman at the Imperial Hotel in New Delhi.

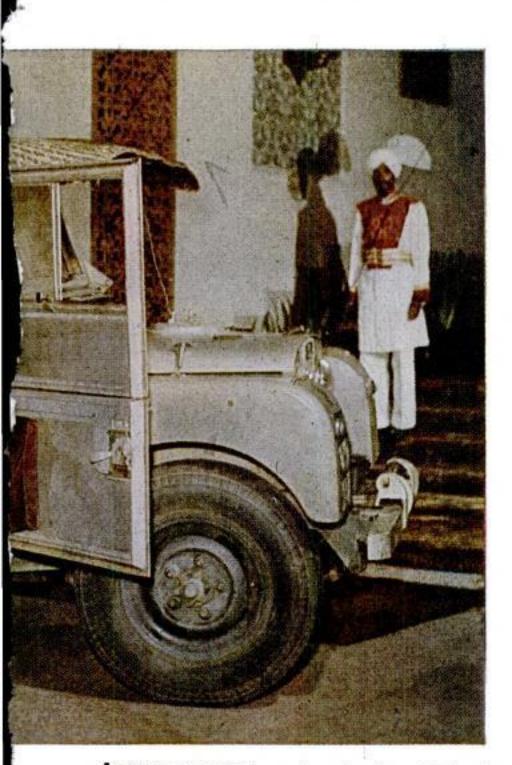


LIGHTS REFLECTED IN A HUGE RAIN PUDDLE ON THE MUD SIDEWALK AS WE PASS, DRIVING AT NIGHT TO BEAT THE AWFUL INDIAN DAYTIME HEAT

The monsoon rain that pursued the Streits through the Himalayas also followed them as they left Katmandu for New Delhi. Everywhere along the 890-mile route bridges were washed out and landslides buried the

road. Ultimately they were forced to load the Land Rover on a railway flatcar.

But the trip had its compensations. "We remember particularly the luminous quality of the lights," recalls Peggy, "after an intense storm flooded the streets." The tiresome driving and camping came to a temporary end after three months as the young couple arrived in New Delhi to spruce up for the first formal party of their journey.



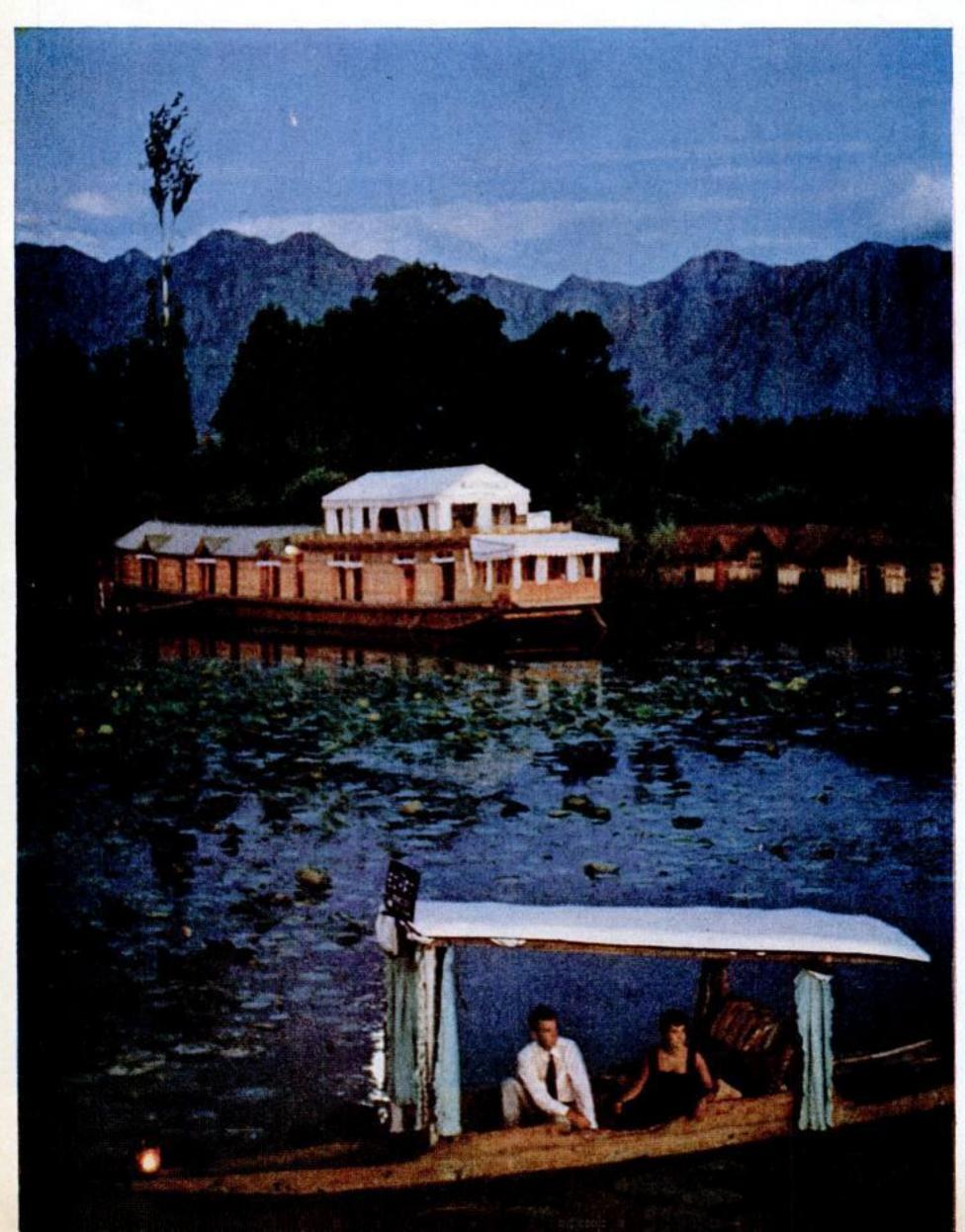
NUNDATED by rains, the Grand Trunk road from New Delhi to Lahore, Pakistan is awash with rickshas, goats and bicycles.

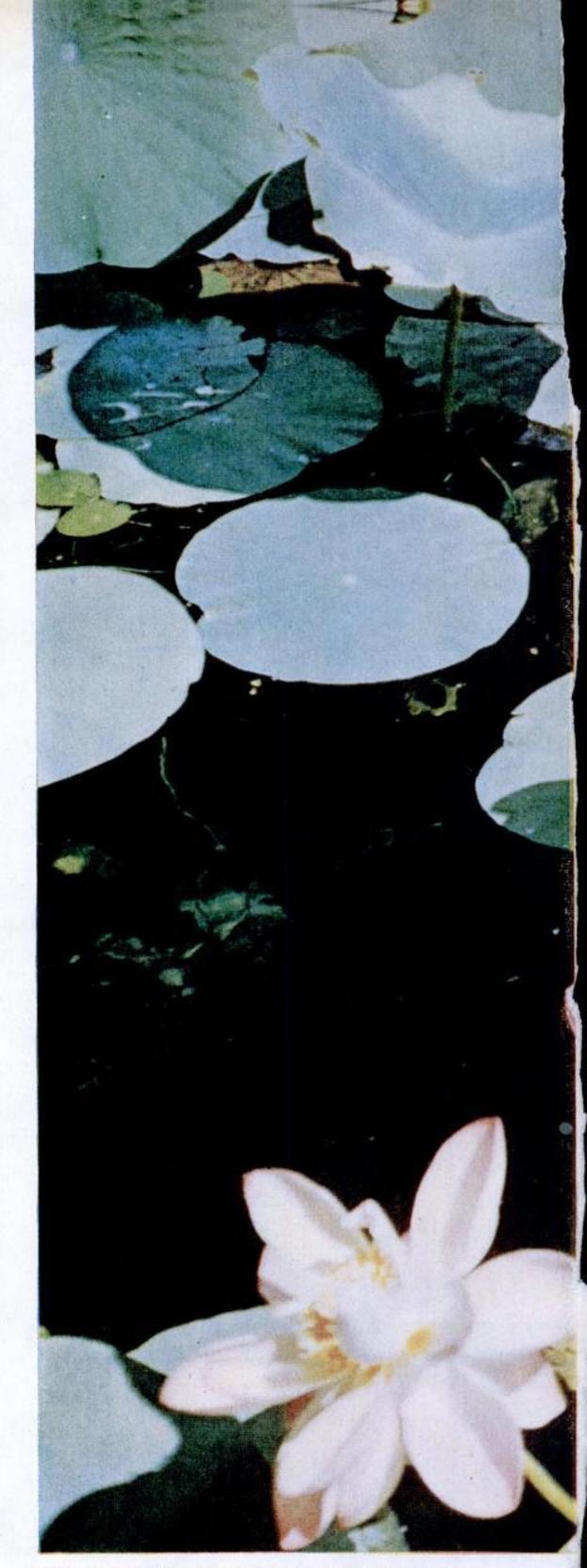




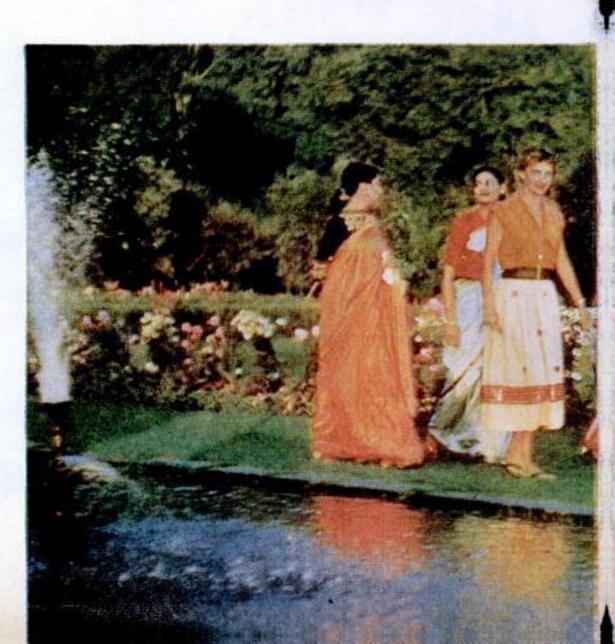
A 27-COURSE DINNER is given us by Kashmiri friends in the Nishat Bagh gardens near Srinagar. We eat with our fingers—pretty messy.

IN THE KASHMIR TWILIGHT Pierre and I float through the lotus blossoms (below) in a shikara, past a houseboat on Nagin Lake.



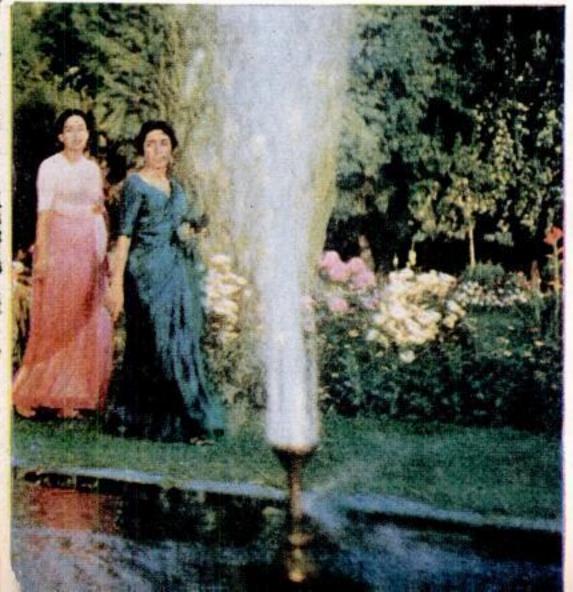


I TAKE A MORNING DIP IN THE LOTUS POND





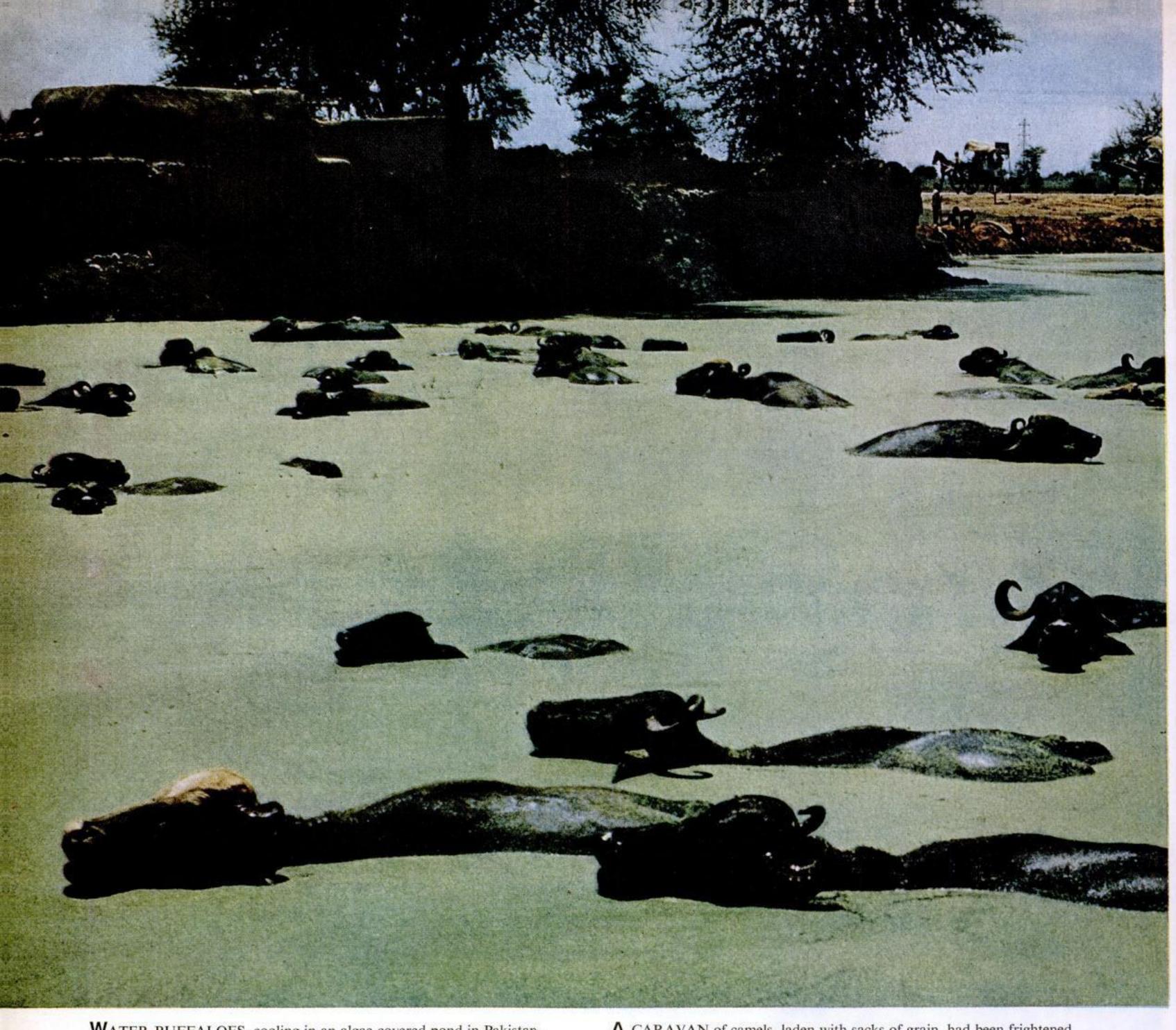
SURROUNDING OUR HOUSEBOAT. KASHMIRI FRIENDS SAID THAT IF I ATE LOTUS SEEDS, I'D RETURN TO KASHMIR. THE SEEDS TASTED LIKE ALMONDS



A welcome respite at a great resort

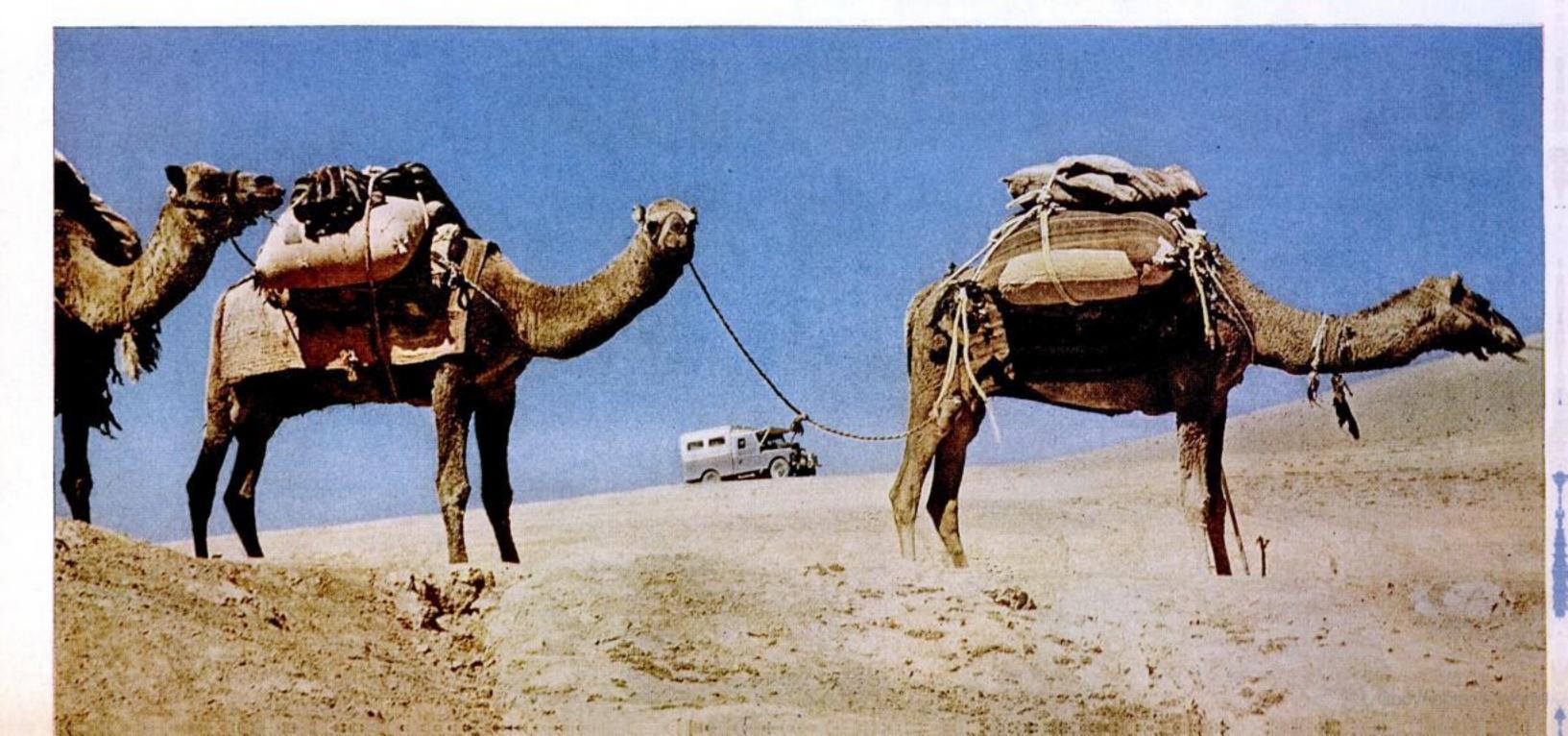
The rigors of roughing it had left the Streits exhausted. Peggy was done in and Pierre had come down with dysentery. In humid New Delhi, still blanketed with monsoon rains, recovery was slow. The couple decided to treat themselves to a vacation at one of the world's most beautiful resorts—the cool mountain region of Kashmir in northern India.

In this lovely, lake-studded province they made their living quarters on a houseboat, went water skiing and swam among the lotus plants. Making the most of their week of leisure, they went on hikes and picnics, munched lotus seeds and shopped for Kashmir shawls. Everywhere they were welcomed warmly. They found the women of India particularly appealing. "They are," says Pierre, "a beautiful blend of strong character, innate dignity, intelligence and great charm." Refreshed by a pleasant land and pleasant companions, Pierre and Peggy packed their Land Rover again and headed southwest toward rugged Afghanistan.

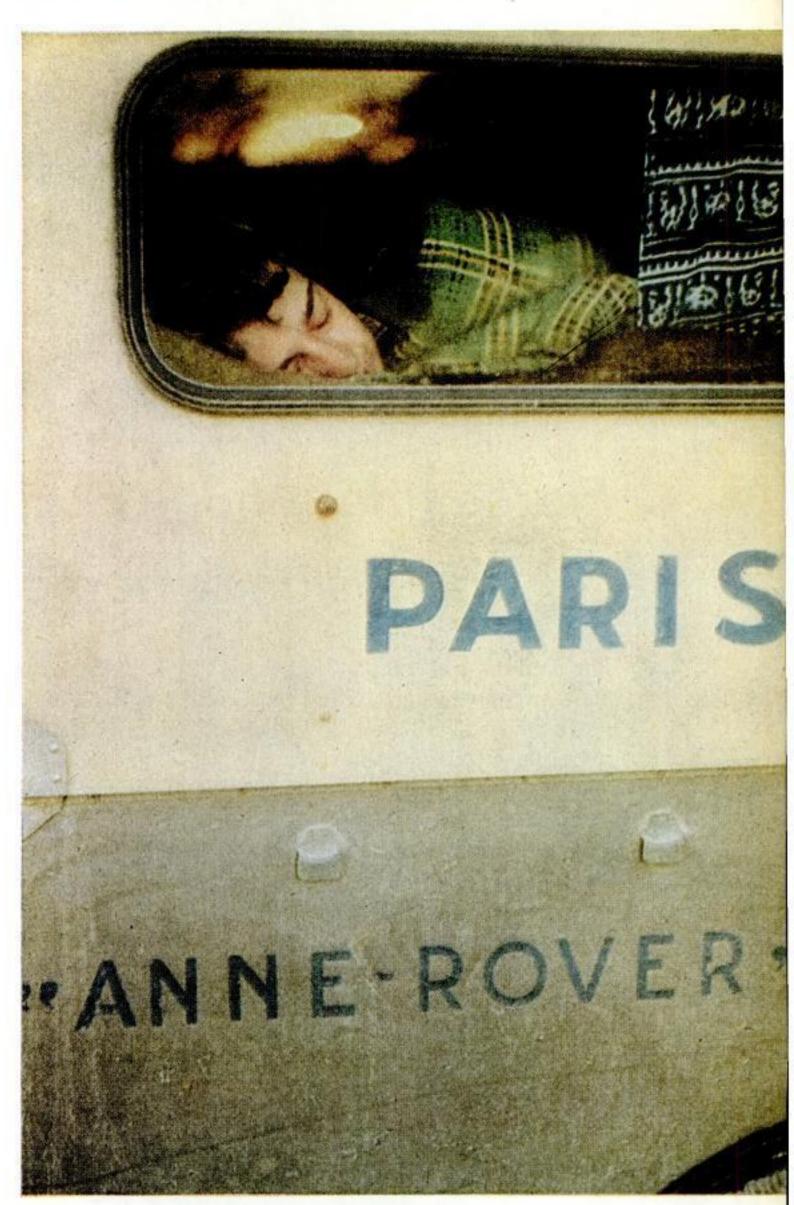


WATER BUFFALOES, cooling in an algae-covered pond in Pakistan, peer lazily at us as we drive past. They are a vital source of meat, milk and transport, and the villagers could not believe the U.S. has none.

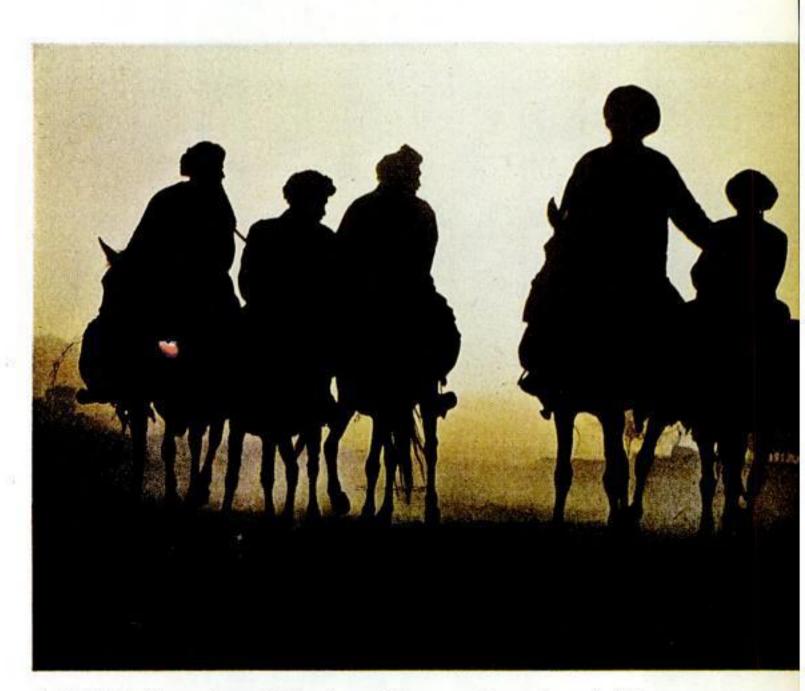
A CARAVAN of camels, laden with sacks of grain, had been frightened by our vehicle, so we parked on an Afghan hilltop and let them pass. In this caravan we counted 82 of these silent, dignified, plodding beasts.





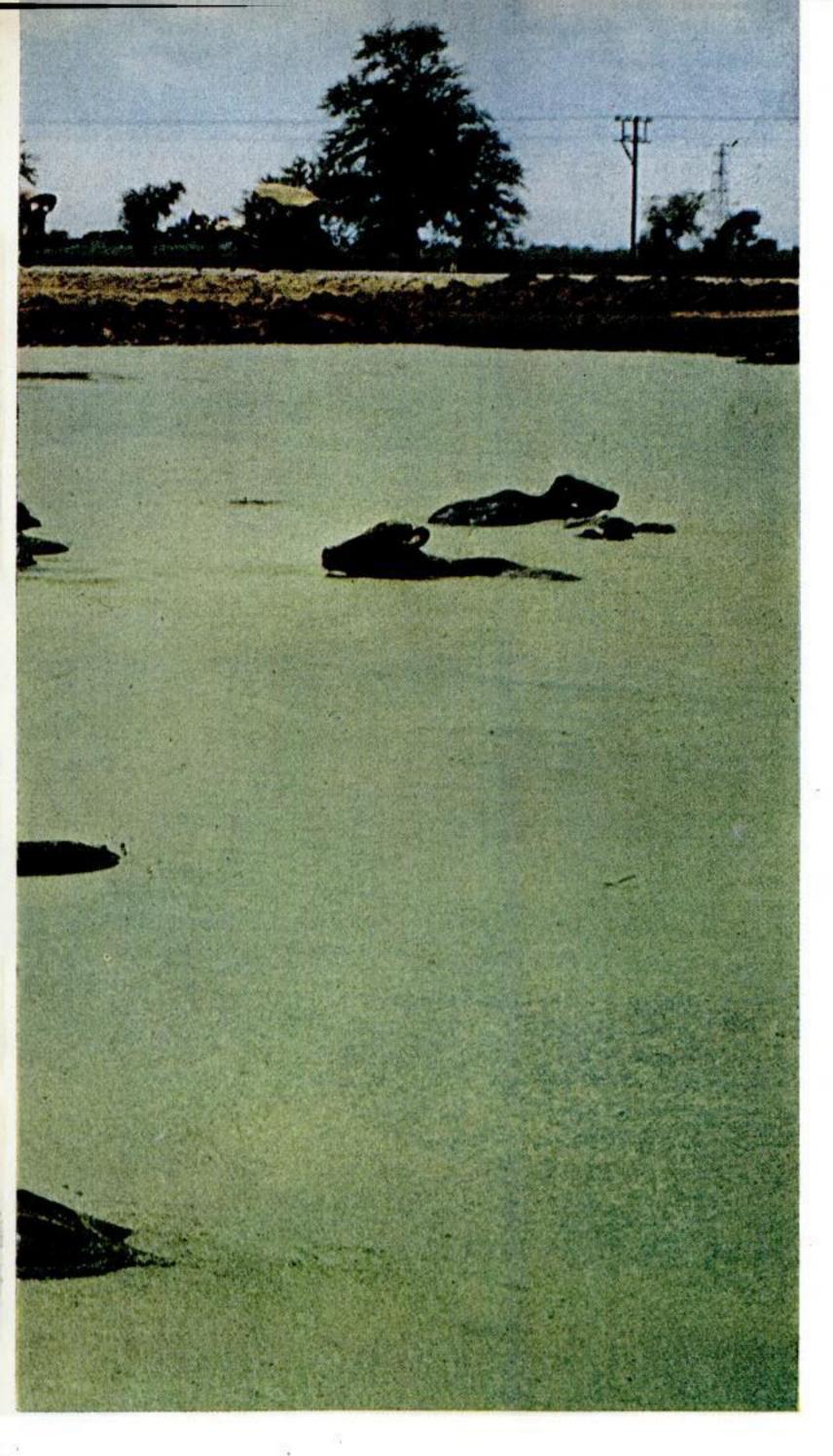


THE SUNRISE, reflected in the car window, is about to serve as my alarm clock in Afghanistan. We named our Land Rover *Anne* after a friend who had hoped, but was unable, to make the trip with us.



A SUNSET in northern Afghanistan silhouettes five turbaned Afghans as they return from market on donkeyback. In their saddlebags are the juicy melons we ate as a substitute for fresh water during part of our trip.

CONTINUED



From lush lowlands west to the Afghan plateau

The trail that led the Streits westward presented a continually shifting scene as they left the lowlands of Pakistan, where water buffalo wallowed in steaming ponds, and began the long, slow climb into the remote plateau region of Afghanistan. Recrossing this silent land they frequently encountered Afghan tribesmen, who would spot the slow-moving Land Rover from a distant hilltop, race down on their swift, sure-footed ponies and then circle it curiously. In the little villages sick peasants would always ask them for medicine. So Peggy cleaned dozens of wounds and gave out almost all the penicillin and aspirin she had.

The Streits returned the Afghan curiosity, pausing at gaudily painted teahouses to watch the men smoke their hubble-bubble pipes, bargaining for old coins, attending a wedding among the nomads, and engaging in sign language conversation with tribesmen who were interested in their vehicle and also wanted to know whether the U.S. had yet progressed from oil to kerosene lamps

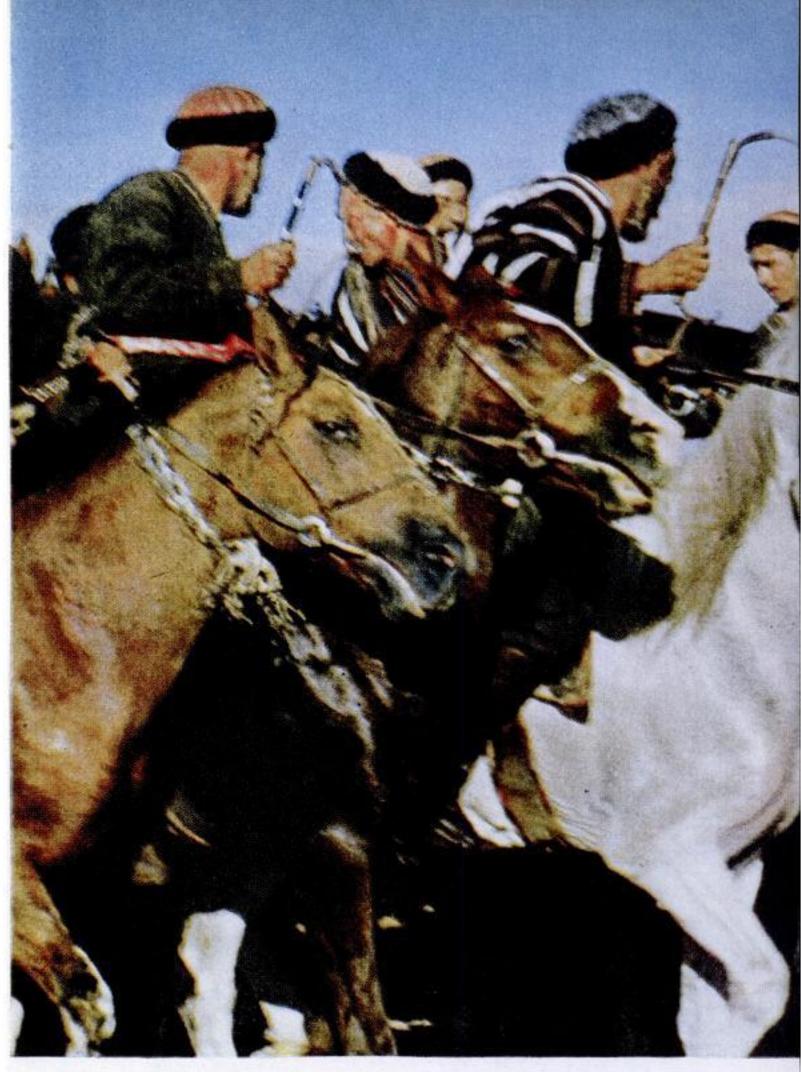


CLEANING the distributor, Pierre is watched by Iranian moppets. He did almost all auto maintenance himself, including our only major repair job—relining the brakes. We had only 10 flats in 28,440 miles.

Fierce riders, huge Buddha and a sign of home

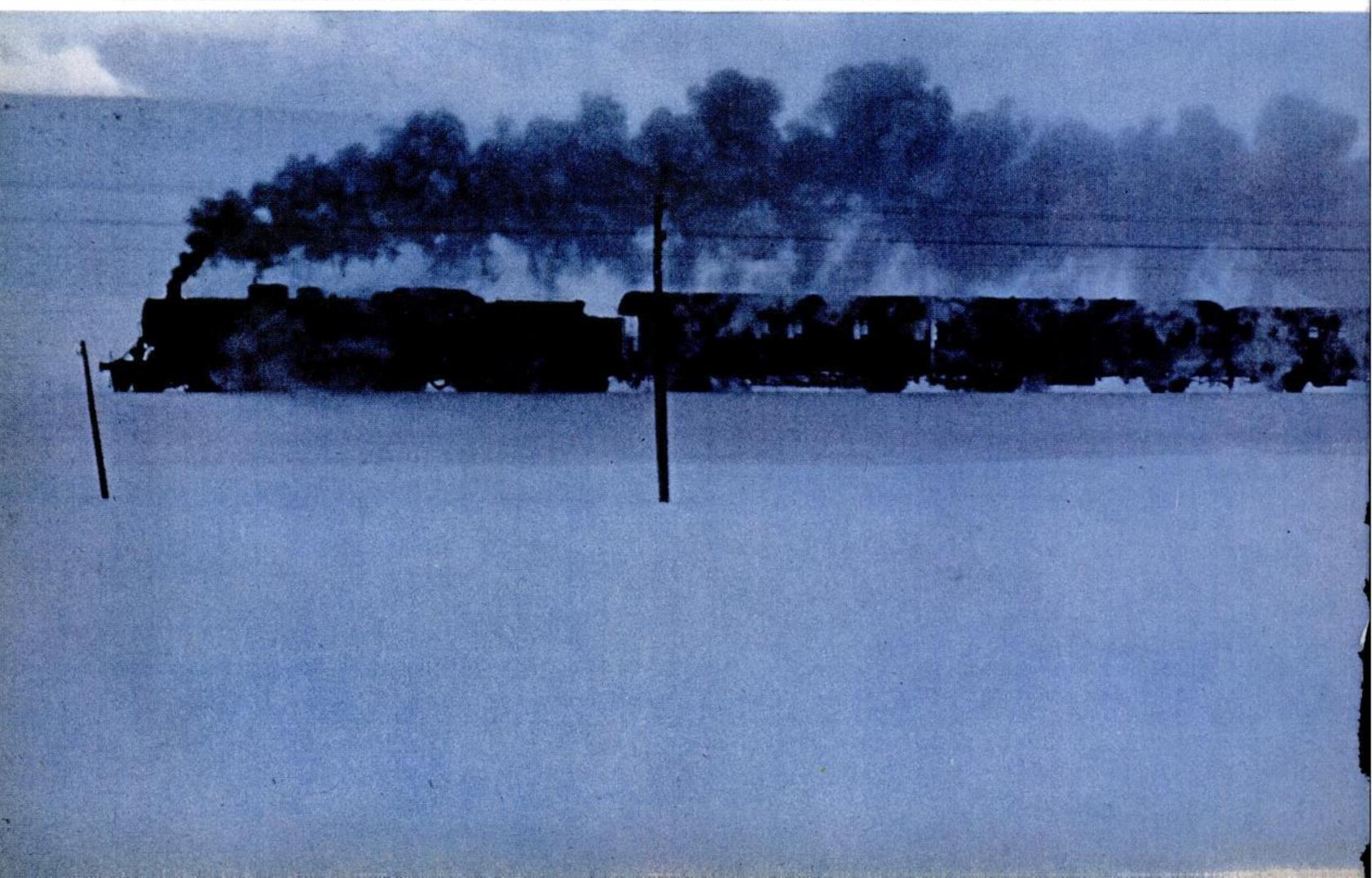
The Land Rover's four-wheel drive enabled the Streits to take many seemingly impassable trails—camel paths that led to the encampment of tribesmen, washed-out river beds winding to the ruins of ancient cities, snowbound passes that brought them finally into Turkey and their first sign of modern civilization (below). To keep the car running smoothly over 28,440 miles of rough terrain, Pierre periodically cleaned the plugs and distributor; replaced worn brake linings and repaired a broken starter.

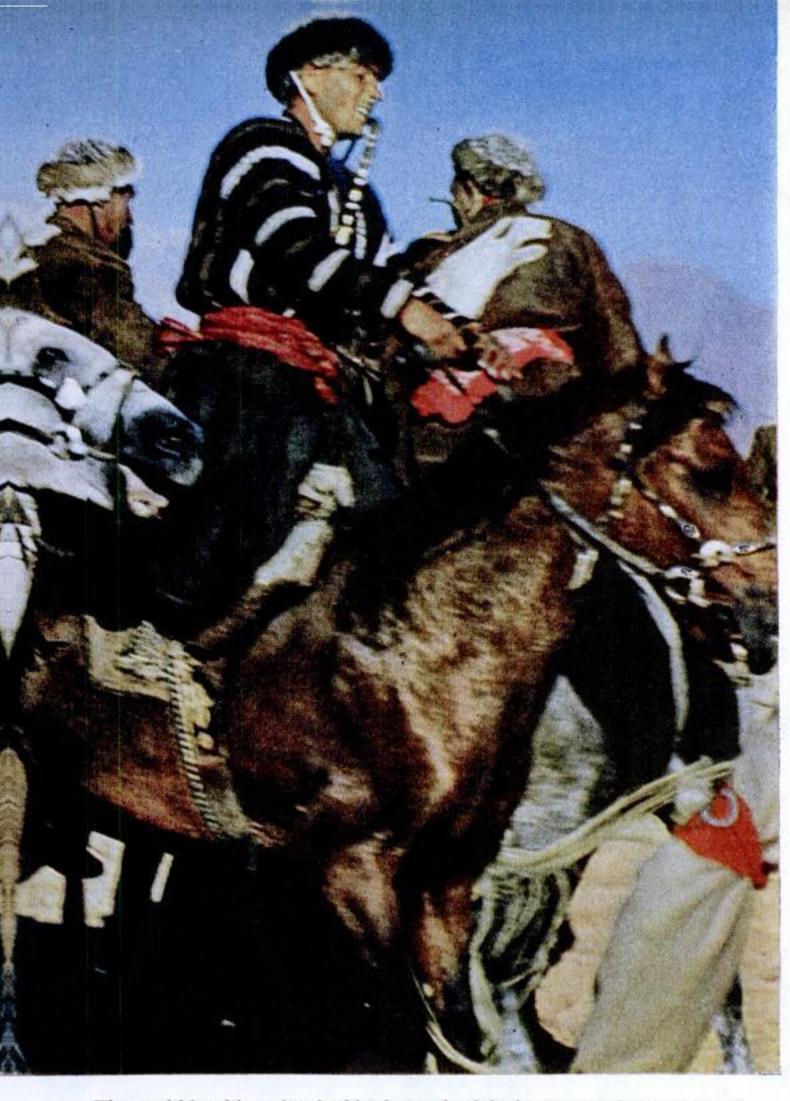
Dedicated to living off the land, the young couple bought their food in the local markets and managed to find water at nearly every stop. Though at first they had worried about gasoline, the Streits soon discovered they could get along by careful use of extra storage cans. During the whole trip they ran out only once—in front of their own apartment the day they finally got back to Paris.



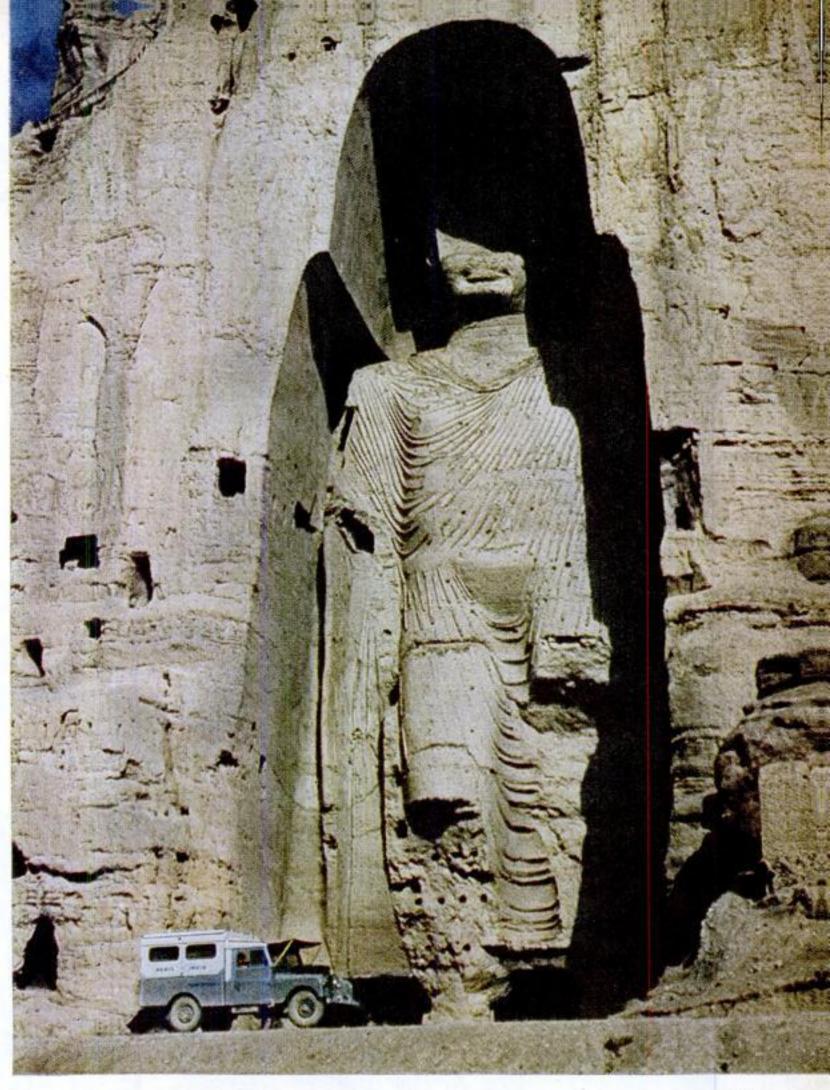
WAS TERRIFIED that Pierre would be trampled while photographing this violent Afghan horse game, the *buzkashi*. The game involves a mounted battle by opposing teams of horsemen for the carcass of a goat or calf.

A TRAIN, SYMBOL OF THE MODERN LIFE WE WERE RELUCTANTLY REGAINING, CHUGS ACROSS SNOWY EASTERN TURKEY. FOR SEVERAL DAYS I HAD



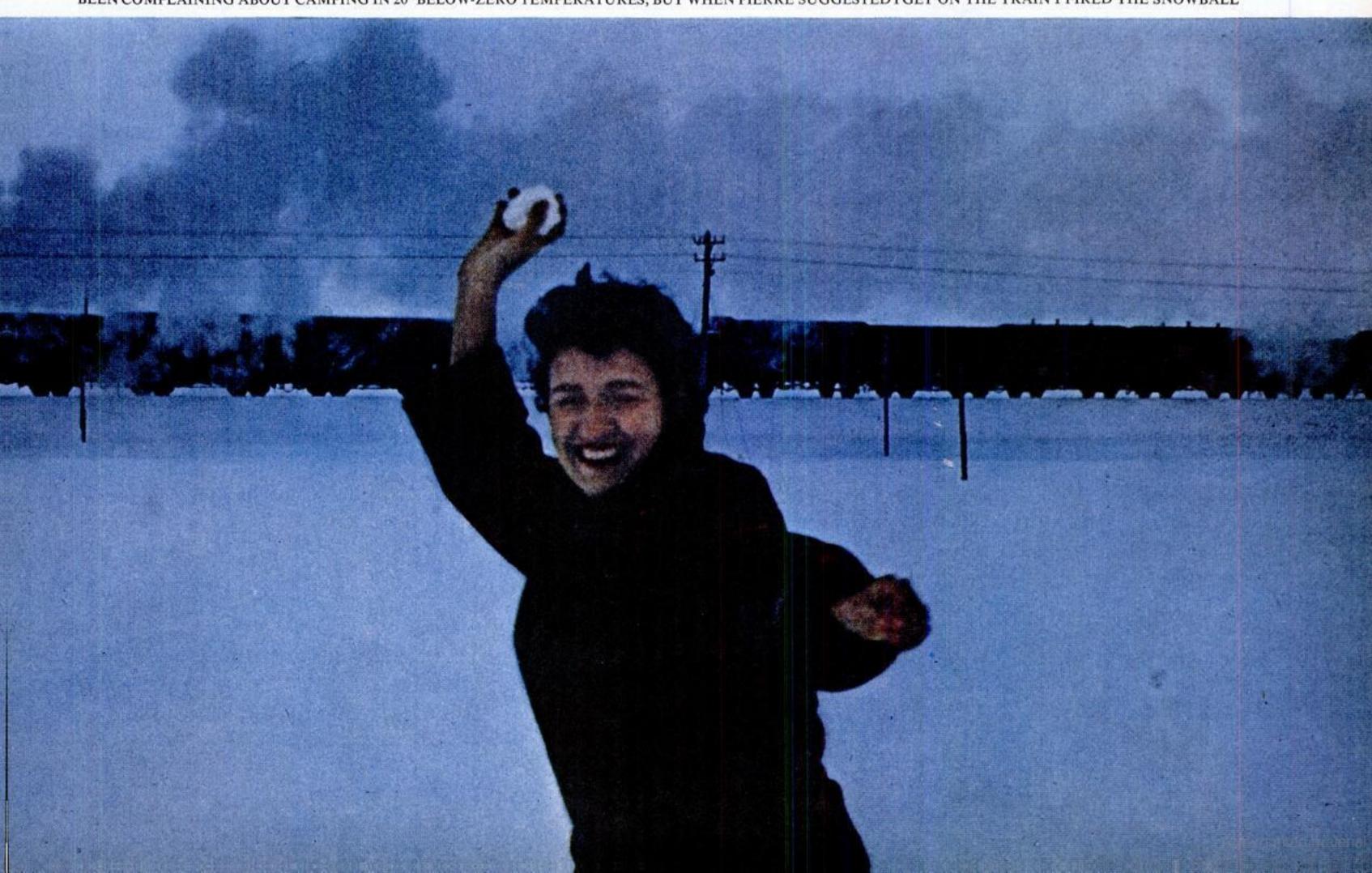


The rawhide whips, clenched in the teeth of the horsemen above, are used to beat the opponents' horses, and sometimes the blows fall on the players. The riders are said to be the descendants of the hordes of Genghis Khan.



DWARFED by a famous Afghan landmark, our car sits below a 175-foot Buddha, carved in the sandstone cliff of Bamian Valley. We made the dizzy climb to the Buddha's head via a stairway cut in the cliff.

BEEN COMPLAINING ABOUT CAMPING IN 20° BELOW-ZERO TEMPERATURES, BUT WHEN PIERRE SUGGESTED I GET ON THE TRAIN I FIRED THE SNOWBALL





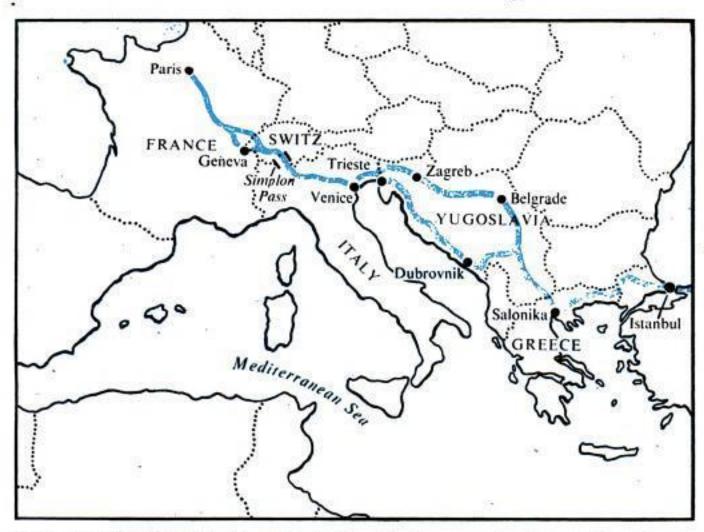
Be Chewsy

CHOOSE THE ONE THAT "BELONGS"

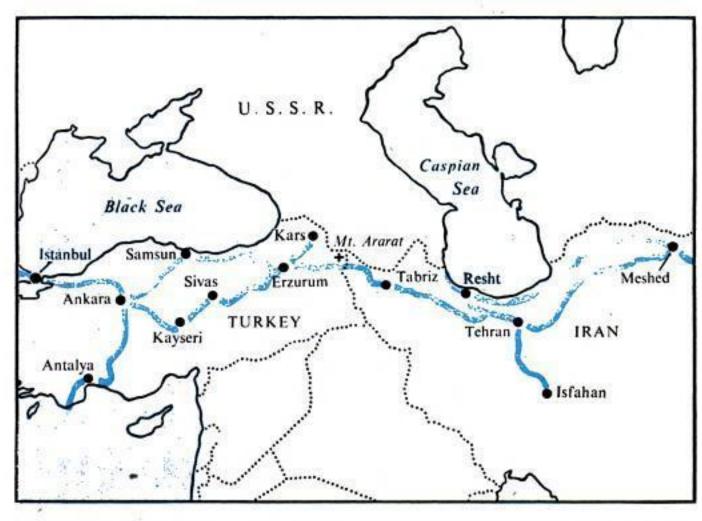
BEECH-NUT...the quality gum

TOUR OF KIPLING'S LAND CONTINUED

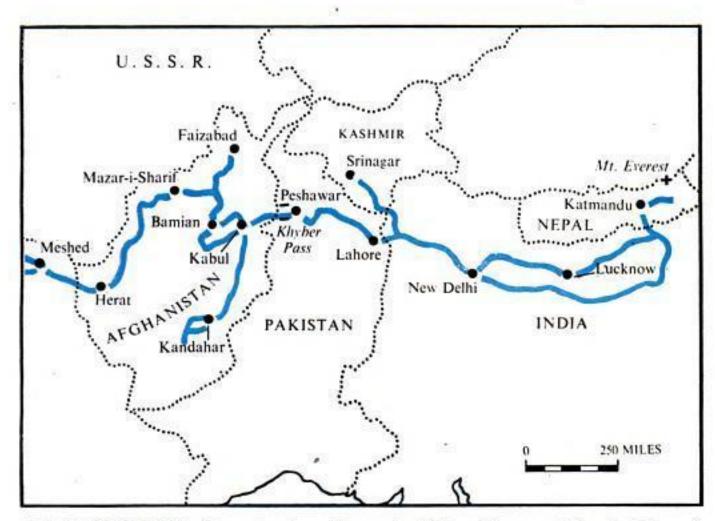
ROUTE OUT AND BACK



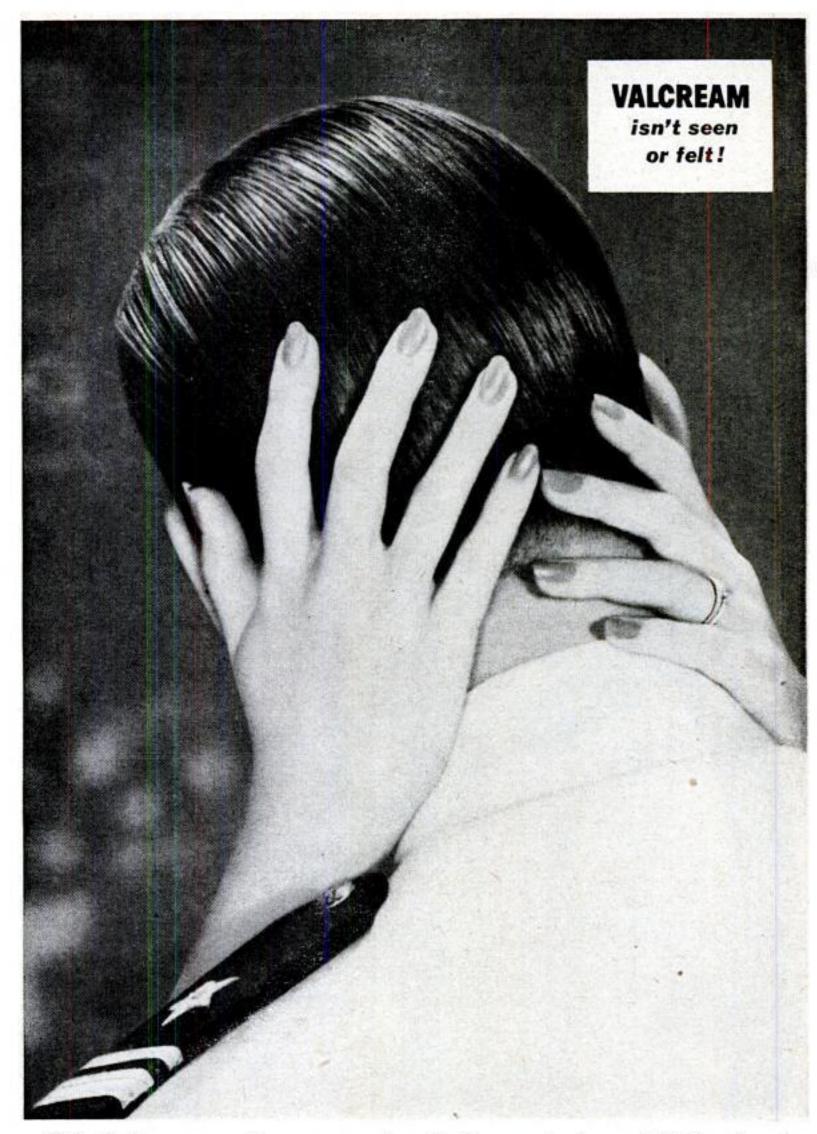
EUROPEAN PART of our Paris-Nepal trip went the fastest. In a hurry on the way to Asia, we took the easier inland road across Yugoslavia to Greece. When we came back two and a half years later, we entered Europe in the winter, and feeling worn out, drove up the Dalmatian coast of Yugoslavia to rest awhile and have a last fling of sun and fun.



IN THE MIDEAST we drove to Antalya to look at Christian landmarks. Climbing the plateau to Sivas and Erzurum, we went to Kars at the Russian border, then passed Ararat to Iran. From Tehran we chose a little-used road to Meshed. Returning, we took the main road, then detoured along the Black Sea because of heavy snows west of Erzurum (pp. 78, 79).



EASTERN LEG of tour took us through Afghanistan past the Buddha of Bamian. After a trip to Kandahar, we went through the Khyber Pass and on through Lucknow to Katmandu. Then we trekked toward Everest (pp. 68-71). Floods forced us to take a southern course to Delhi. After a rest in Srinagar (pp. 74, 75) we wound our way back through Afghanistan.

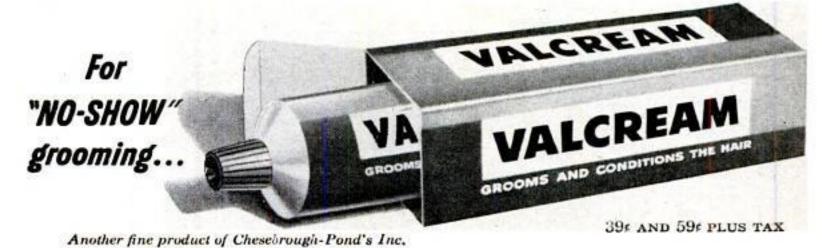


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01



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And when you just touch one of these buttons this car actually shifts for itself.

Its Teletouch Drive controls are not ordinary, mechanical buttons.

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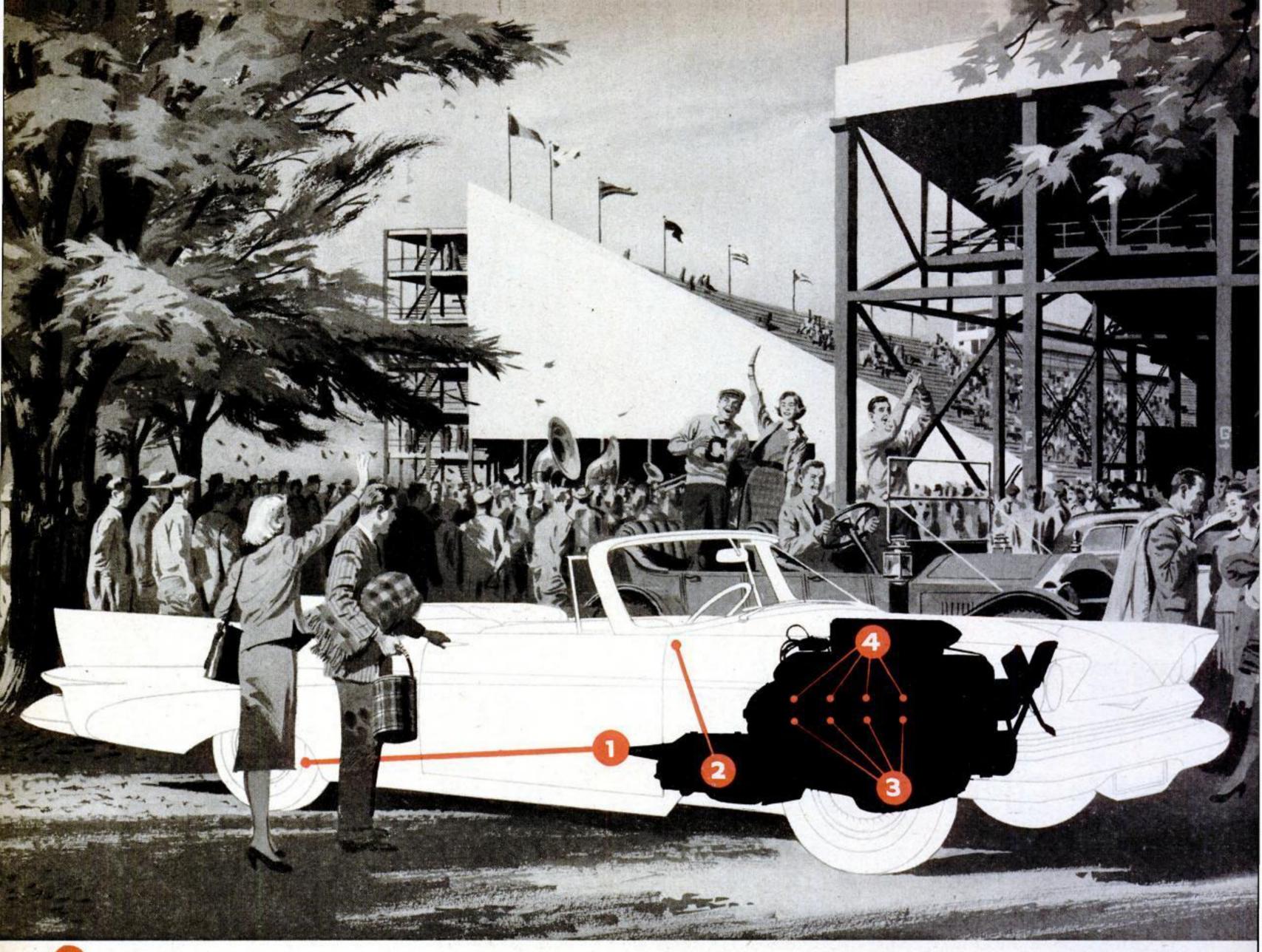
They send your signals to the rugged, precise 'brain' which does the real shifting. Lightly touch one of these buttons to indicate what you want, and Edsel Teletouch Drive does the rest—swiftly, surely, electrically.

Which goes to show what can be done when you start from scratch to build not a copy of existing cars—not a compromise—but an original. You're going to find a lot of other things are different—and better—in the Edsel automobile.

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fun out of driving when you put new 5-rib Champions in your car. Independent engineers

immediate boost in road horsepower-the real

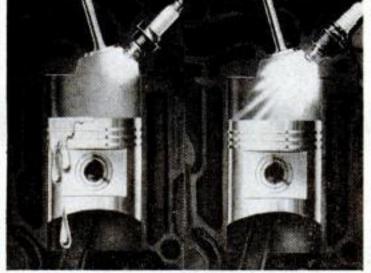
More road horsepower-You'll get more proved new Champions give cars of all makes an cars gained 6% to 31%. No wonder 9 of the 11 cars that broke the Indianapolis speed record this power actually delivered at the rear wheels. Most year were powered with Champion spark plugs!

If you haven't changed your plugs in about 10,000 miles -

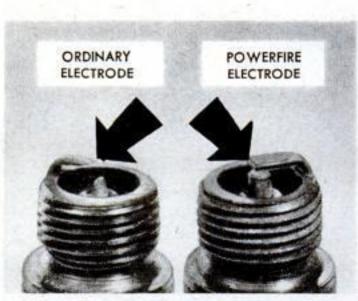
You can make your car 4 ways newer with Champion spark plugs



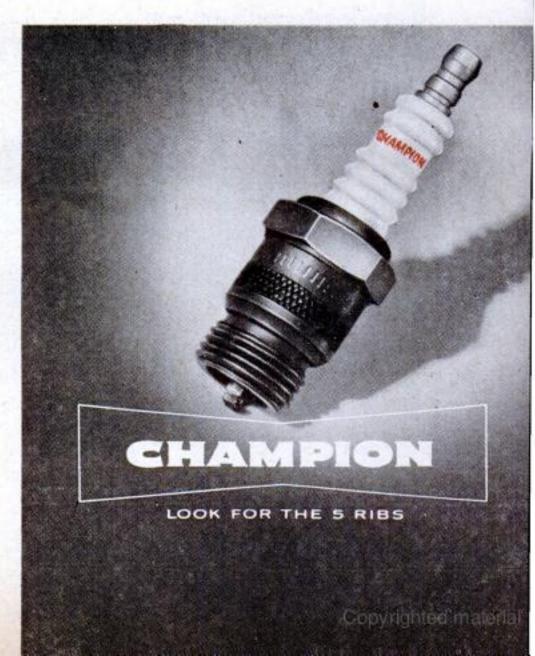
Quicker starts-Your engine will start quicker, too . . . save time and battery wear. Tests with cars whose plugs had gone about 10,000 miles show that new Champions cut starting time as much as 71% - with an average of 39%!

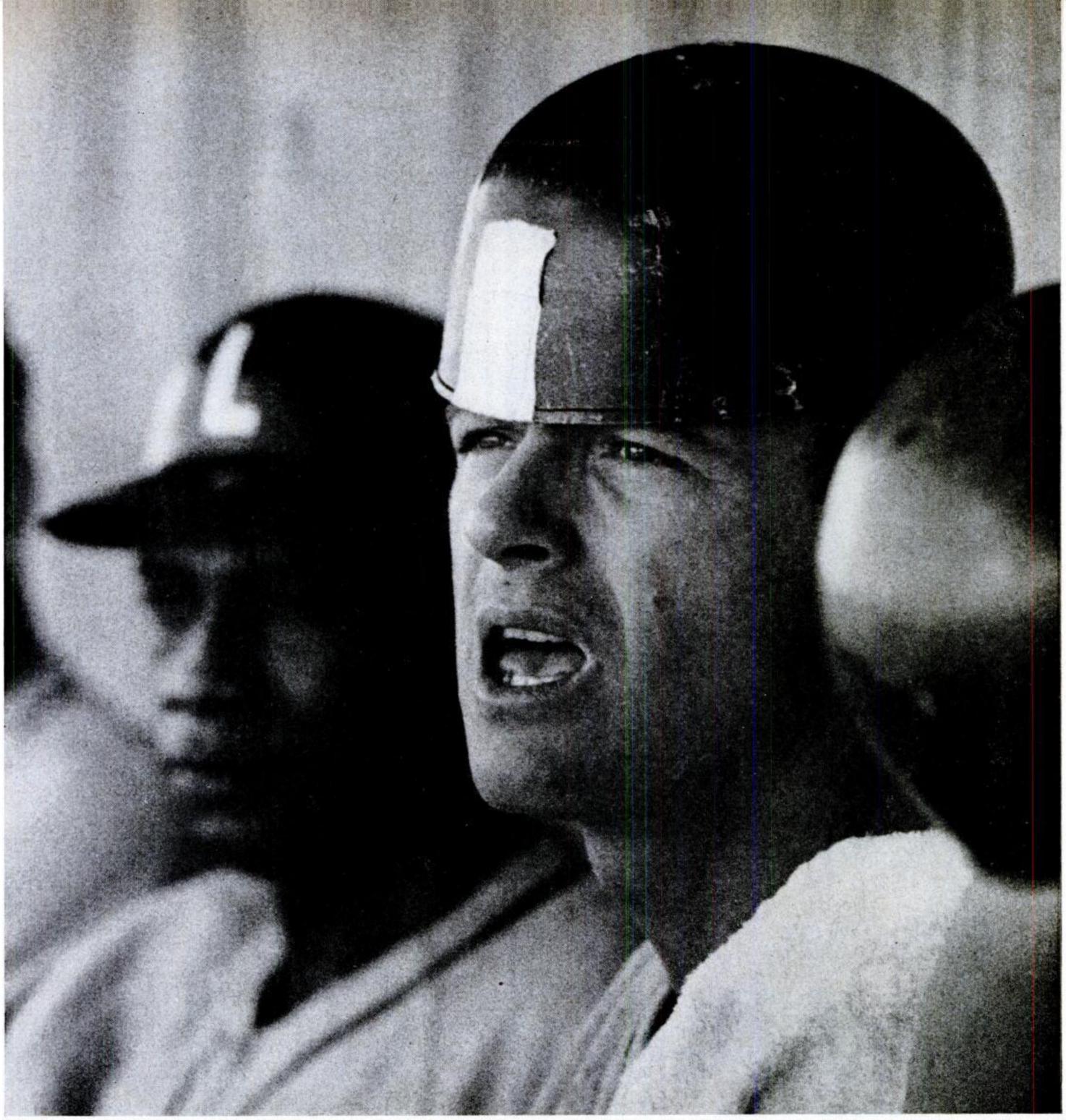


Less engine wear-You'll save costly repairs! Old misfiring plugs (left) dilute oil with raw gasoline, New full-firing Champions (right) burn the gasoline . . . protect oil from dilution. When changing oil -be sure to check your spark plugs!



Lower cost-per-mile-You get top power and gas economy for life of the plug. Champion's great new Powerfire electrode stands up better than ordinary types - as photo above shows. Whatever car you drive, insist on 5-rib Champions!





BATTING CAP ON BACKWARDS, STUART WAITS TO BAT. TAPE REPAIRS SPLIT MADE WHEN STUART ONCE HURLED CAP TO DUGOUT FLOOR AFTER STRIKING OUT

THE MAN WHO HITS TOO MANY HOME RUNS

Dick Stuart clouted 66 last year but his obsession with them keeps him in the minors

by MARK HARRIS

Author of The Southpaw and Bang the Drum Slowly

Can do one thing better than nearly anybody else in the world: hit home runs. As he proved last year in Lincoln, Neb. and—in spite of a discouraging August slump—seems likely to prove again this season, he not only hits home runs more often than anybody else but also hits them higher and farther and harder with such commanding gusto that fans come from miles around to see him do it. Last year Stuart hit 66 homers—and he freely admits that "I'd of hit 90 if the pitching was better."

Since the home run has long been the most spectacular, most

popular feat in baseball, and since great home run hitters are widely sought after, it would be natural to expect Dick Stuart to be the biggest star in baseball history, bigger even than Babe Ruth, who had eight years' more experience than Stuart before he was good enough to hit even 60 homers in a single year.

But Stuart is not a big star—and it is not because of any lack of opportunity. Since early last spring he has had a chance to play in the major leagues with the Pittsburgh Pirates and in the minor leagues with the Hollywood Stars and the Atlanta Crackers. He failed to make all three teams and is now back where he was last year: with the



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BELTING ANOTHER HOMER, Stuart connects powerfully to drive ball (blur upper right) toward left field fence in game last week in Amarillo, Texas.

TOO MANY HOMERS CONTINUED

Lincoln Chiefs of the Class A Western League. In the era of the home run's greatest popularity, this astonishing home run hitter is not a star at all.

Anybody who has ever seen Dick Stuart hit a baseball must at first suspect that the Pittsburgh organization, generally thought to be an alert house of business, has in the present case lost its gift. When Dick Stuart steps to the plate, opposing outfielders retreat to the fences, infielders strategically (and for safety's sake) play deep, and all pray that he will fail. Once, with the bases loaded, a fearful Pueblo, Colo. pitcher awarded him an intentional base on balls, deliberately forcing in one run rather than risk Stuart's driving in four. At Pueblo, too, one of Stuart's homers traveled 610 feet. "You mean it rolled 610 feet?" he was asked. "No sir, I don't," he said. "It landed on the riverbank and stuck in the crazy mud."

Stuart has a beautiful, rhythmic swing that concentrates all his tremendous power in a smooth, even flow. With this power even a Stuart pop fly is spectacular. The ball goes straight up as though to put out the moon, and as it descends from its unnatural height at a dangerous rate, infielders stagger awkwardly trying to judge its path. Stuart calls them 600-foot drives: "300 up and 300 down."

Nobody is more impressed by Stuart's power than Stuart himself. "Every home run," he says, "gives me the deepest personal thrill, although I've hit droves. Last year at Lincoln I hit 66, yet it was the deepest personal thrill every time I seen that ball flying nine miles out of the park."

At Nashville one of Stuart's line drives, when last seen by witnesses, was still climbing in altitude at a point in space 450 feet from home plate. To a respectful grandstand Stuart blew a joyous kiss as he trotted around the bases. When he hits a home run his spirits soar, his mood lightens and he writes a letter home to his mother and father in San Carlos, Calif. "Whenever Dick hit one," says Clyde King, who managed him at Hollywood, "it registered his psychology like an electrocardiogram. Coming around third base, he shook my hand so hard I thought he'd drag me clear across home plate."

No more arm-rassling

A CCORDING to Joe Duhem, a former teammate of Stuart's, Stuart is baseball's strongest man. "And from the tip of his shoulder to the tip of his finger," Duhem proclaims, "he's the strongest man in the whole entire world. We used to arm-rassle, but nobody will arm-rassle with him any more."

Obviously so conspicuous a young man could never have remained anonymous even if he had wished to. "I want to be somebody famous that everybody recognizes, like Ted Williams," Stuart admits. "When Ted Williams walks down the street everybody says, 'Jesus, there goes Ted Williams.' I want to walk down the street and hear them say, 'Jesus, there goes Dick Stuart.' I like to see my name in the paper, especially in the headlines. I crave on it. I deserve them headlines. I hit 66 home runs—and 66 home runs is the Nobel Prize. Jayne Mansfield said to me, 'Hey, how come you get your name in the paper more than me?' I said, 'Hell, you didn't hit no 66 home runs in the Western League.'"

This spring when he tried out with the Pittsburgh Pirates in

CONTINUED

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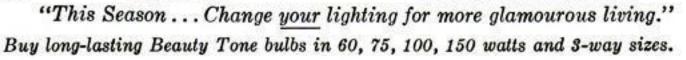
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WINE GROWERS GUILD . LODI, CALIFORNIA

TOO MANY HOMERS CONTINUED

Florida, Stuart was confident of his future. Would he, reporters asked, lead the National League in home runs? "I don't predict," he said. "But I led every league I ever played a full year in, and from what I see of these pitchers down here, I believe I could do it any place I play regular." For autograph hunters he signed eagerly: "Dick Stuart 66."

Yet 1957 has been anything but a good year for Richard Lee Stuart. In four spring-training games with Pittsburgh he clubbed five home runs, but the Pirates' then-manager, Bobby Bragan, decided against keeping him. Stuart was bewildered. "I can't understand the train of Mr. Bragan's mind," he said.

Cross-country he went, to the Hollywood Stars where he hit two home runs on opening day, another the next day, two more the following day. But before the end of the first month he was demoted by Manager Clyde King to Atlanta. "I quit," he said.

Relenting, however—"tears blinding my eyes"—he reported to the Atlanta team and on Monday, May 20 hit a home run. He hit another on Thursday. And on Friday. Saturday, too. But on June 9 he was benched by Manager Buddy Bates and the next day he was released.

Reassigned to his old 1956 team at Lincoln, he announced, "I won't spend five minutes back in Class A. I'll go home and film pitchers in California." Shortly, however, he reconsidered, and agreed to go back to playing baseball for the Lincoln Chiefs.

It is a perverse trick that baseball history has played on Dick Stuart. In search of money for his pocket and fame for his pride, he had set out as a young man to gain both by playing baseball. Once committed to his career, he chose to be the kind of player whom the game rewards best, the home run hitter. "Money," he has said, "can buy nothing but happiness."

Since baseball history during the last four decades proves that men who consistently hit homers are paid more and therefore are presumably happier, Dick Stuart's logic would seem to be impecable. Beginning with the days of Babe Ruth much has been done to tailor the game to the slugger. The ball has been "rubberized" and the fences have been relocated in the direction of home plate. The pitcher, thus wounded, has been further demoralized by the outlawing of spitballs, emery balls and flapping uniform sleeves. These events have cast their shadow upon rule book and paycheck.

The boy who kept breaking windows

a little boy swatting rocks with a baseball bat in San Carlos, Calif., he was the wonder of the neighbors and a menace to their windows. He was known to the police. "By the time we paid for the first window," his mother recalls, "Richard had busted another. And he sure chewed up the bats."

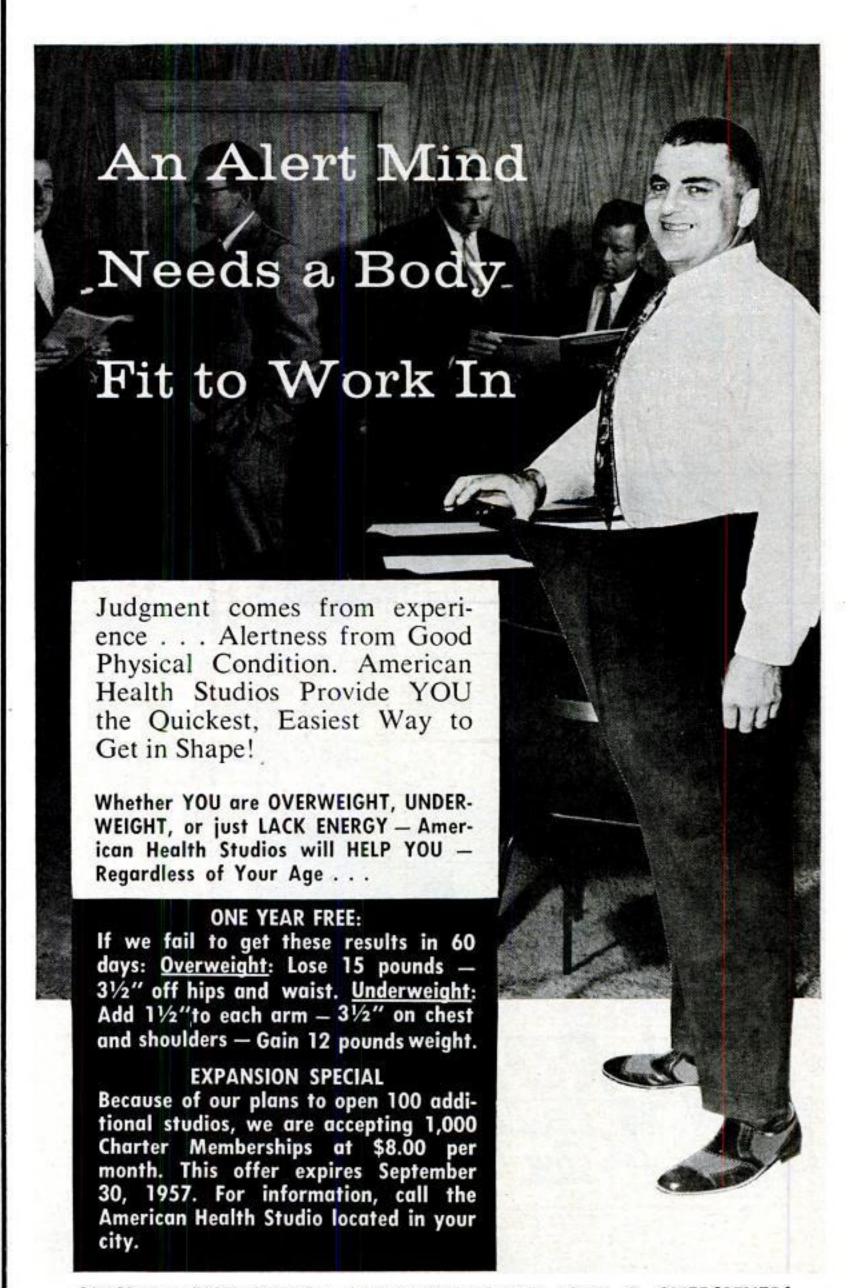
Once, to earn \$3.75 for a new bat, Dick Stuart pulled weeds in an artichoke field. He was paid 35¢ an hour, and the instant he had earned \$3.75 he walked out of the field. "I never wanted to be out in those artichokes," he explains. "What I always really wanted to be was somebody there's not a whole lot of."

When he grew older, he went to play in San Carlos Park, where there are two baseball fields. The smaller one has a 311-foot left field foul line stretching from home plate to a Boy Scout meeting house. Stuart, a right-handed hitter, peppered the meeting house with baseballs. Soon he was clearing the meeting house, to the horror of tennis players on the asphalt courts beyond. It was not safe, and he transferred his operations to the larger diamond, where the distance to the left field fence is 385 feet (greater than in any major league park). But it failed, as all parks would fail, to hold Dick Stuart. Regularly he lofted baseballs over the fence into Brittan Avenue, and as his skill and strength increased, he cleared rooftops across the street.

On June 15, 1951, after breaking a suitable number of windows all over San Carlos, Stuart graduated from high school with every reason to believe in an abundant future. Two colleges offered him athletic scholarships, but the academic life was not for him. "I never brought a book home in my life. They graduated me because of my .450 average."

Stuart was ready to contribute his bit to baseball history. One week after high school graduation he signed with the Pittsburgh Pirate organization for a \$10,000 bonus. He could imagine no serious obstacle to his becoming extremely wealthy. "The man that busts Babe Ruth's record will be a millionaire," he said.

In 1951 there was nowhere to go but up. He played two seasons of minor league ball, collecting "deepest personal thrills" with his home runs, and then went into the Army where his military career was distinguished by more home runs for service teams. After his



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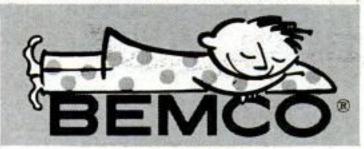
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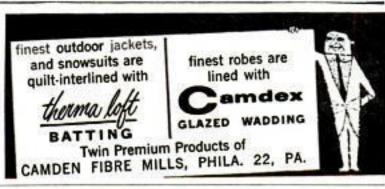


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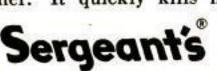
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"DICK STUART NIGHT" on July 6, 1956 in Lincoln celebrated hitter's breaking team record of 29 home runs. Stuart got \$800 worth of merchandise.

TOO MANY HOMERS CONTINUED

discharge he was promoted to Pittsburgh's Class AA Mexico City Tigers, and here he encountered his first setback. It was Mexican food. "I lost 12 pounds in eight days. I told them send me somewheres else before I vomited my life away." He finished out the year with Billings, Mont., where he collected 32 home runs. At 22, counting the one he hit while vomiting in Mexico, he had a grand total of 68.

It was as nothing. Last year in Lincoln he hammered home his Nobel Prize. On Dick Stuart Night the citizenry showered him with luggage, shirts, fountain pens, wallets, a golf cart and \$80 cash. "Where's the automobile?" Stuart asked. In time people began to turn on the streets of Lincoln, Neb. "There goes Dick Stuart," they said.

Then came 1957, and the world of Dick Stuart turned sour. Could it have been that somehow the baseball history he had heard was in fact a deception? Was the home run, after all, not enough? Would Dick Stuart finally be remembered only as the definitive proof that the history of baseball must not be read at a glance?

Not until 1957 had he played baseball where it is played best. And where baseball is played best, the home run—all history and rumor notwithstanding—has by no means rendered all other weapons obsolete. It has charmed fans, captured headlines and provided the American language with a popular superlative, but neither fans nor headline writers are so intimately bound to the game's necessities as are baseball managers. Dick Stuart has mistaken the grandstand seat for the seat of judgment, the heights of the press box for the heights of critical wisdom.

Psychologically, perhaps, he has needed to hit home runs. They have won him admiration, esteem, headlines and money, but they have kept him from being a baseball player.

Homers-or nothing at all

IN the simplest terms Stuart's chief failure has been his inability to reach first base often enough. He has been content, if he cannot hit a home run, to strike out. Last year he struck out 171 times. At Atlanta this year his eight home runs were accompanied by 31 strike-outs, at which rate he would have achieved a fantastic total of 207 by the end of the season. (The all-time major league record in frustration, set last year by Jim Lemon of the Washington Senators, is 138 strike-outs.) Stuart was actually getting to first base little more than once in every five times at bat. It was not enough.

Even when he has two strikes on him, Stuart usually "swings from the tail," still trying for the home run when he should be content to "get wood on the ball," be satisfied to hit it somewhere —anywhere. Where baseball is played best, pitchers are quick to detect a slugger's passion, and as a consequence they lure Stuart into swinging in vain at outrageously bad pitches. Swinging as hard as he does, his prospects for connecting are minimized. To swing more moderately might result in a single or a double or a base on an error, but these fill Stuart with a sense of failure. And he is so appalled by getting a walk to first base that upon occasion,

CONTINUED



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One of the nice things about the telephone is the way it keeps the family together, wherever they happen to live. Here are some friendly words along that line from Mrs. Burl Nicholson of Noblesville, Indiana:

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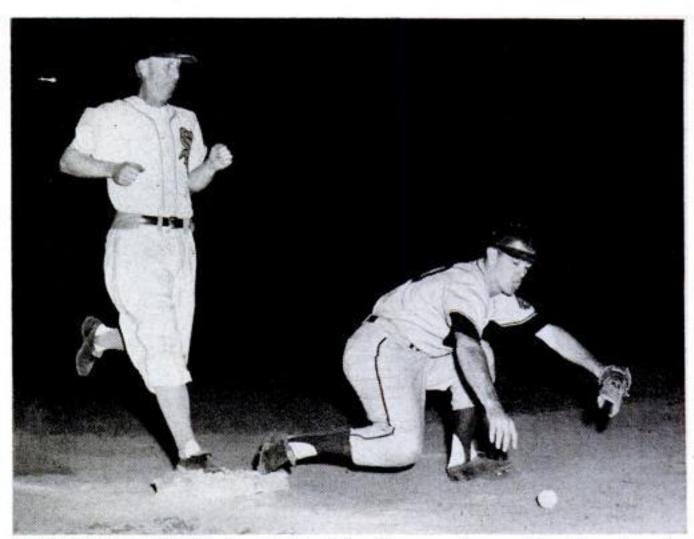
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INEPTITUDE AFIELD is exhibited by Stuart, who usually plays first for Lincoln, as he drops an infield throw and allows runner to reach base safely.

TOO MANY HOMERS CONTINUED

when a fourth ball is called, he turns to the umpire as if to protest. Yet even these weaknesses would not have discouraged his managers had Stuart given evidence of possessing what the trade vaguely refers to as "attitude"—the will to improve, the flashing desire of every successful ballplayer to correct his own faults. Stuart's attitude appeared to his managers and teammates at Hollywood and Atlanta to respond less to the fate of his team than to his individual success in losing baseballs beyond fences. He had not yet learned to treasure as his "deepest personal thrill" the praise of his fellow players. (It is surely noteworthy that after three weeks with the Atlanta Crackers he still did not know the names of all his teammates.)

It must also be remembered that baseball is played not only at the plate but in the field, and it is here, on defense, with a glove rather than a bat in his hand, that Stuart sometimes offers more aid and comfort to the enemy than to his own club. Pittsburgh ex-Manager Bobby Bragan has called him "one of the worst outfielders I've ever seen." True, Stuart is not a "natural" in the style of Willie Mays, but he does not have to be as bad a fielder as he is. He can, when the spirit moves him, conduct himself on defense adequately if not always with consummate grace. His hands are sure. He is not fleet enough to be a good centerfielder, but he could be effective in right or left field, and he has a wonderfully strong and accurate throwing arm.

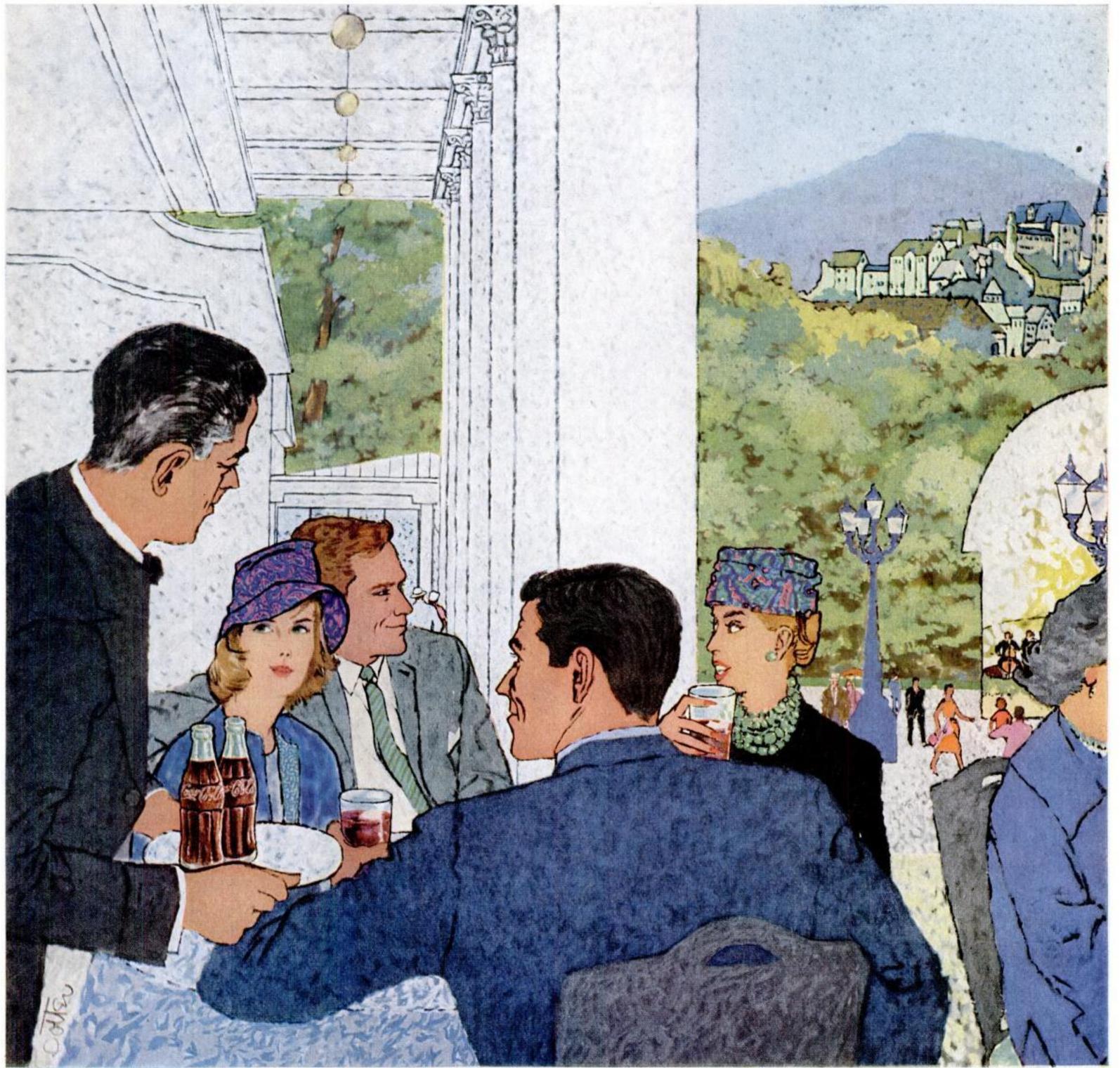
Unfortunately, however, Stuart afield tends to become a study in dejection. His natural endowment goes largely to waste because he is busy thinking about the last home run he hit, the home run he failed to hit, or the home run he hopes to hit just as soon as he can return to the dugout and exchange his glove for his beloved bat. Manager Bates at Atlanta, who experimented with Stuart not only in the outfield and at first base but also at third base, was inclined to ask himself not where Stuart could do the most good but where he could do the least damage.

The King-Stuart debates

ANAGER Clyde King of Hollywood remembers: "Dick and I, we conducted a regular debating society. 'Skip,' he said, 'Wouldn't you ruther I hit two home runs than five singles?' 'Dick,' I said, 'No, I ruther you hit the five singles.' 'Skip,' he said, 'I'm not really as bad in the field as they say.' 'Dick,' I said, 'in the field you're not concentrating. You're losing me more ball games through the middle of your legs than you're winning me with your bat.' 'Skip,' he said, 'I am concentrating.' 'Dick,' I said, 'I know you're concentrating because I know it's not possible a man's mind will be blank when he's awake. But what are you concentrating on?' 'Skip,' he said, 'what am I basically doing wrong?' 'Dick,' I said, 'what you're basically doing wrong is you're swinging at balls and missing them.'"

When Dick Stuart was benched in Atlanta, his replacement was not a still more luminous home run hitter but a 33-year-old journeyman baseball player named Sammy Meeks. Meeks cannot hit a ball as far as Dick Stuart can, and he cannot throw as hard. Hardly

CONTINUED ON PAGE 97



Coca-Cola ... Favorite of the World. A famed gathering-place in the German Black Forest inspires another interpretation by talented Jack Potter.

At Baden-Baden, too...Sign of Good Taste...In more than 100 countries,

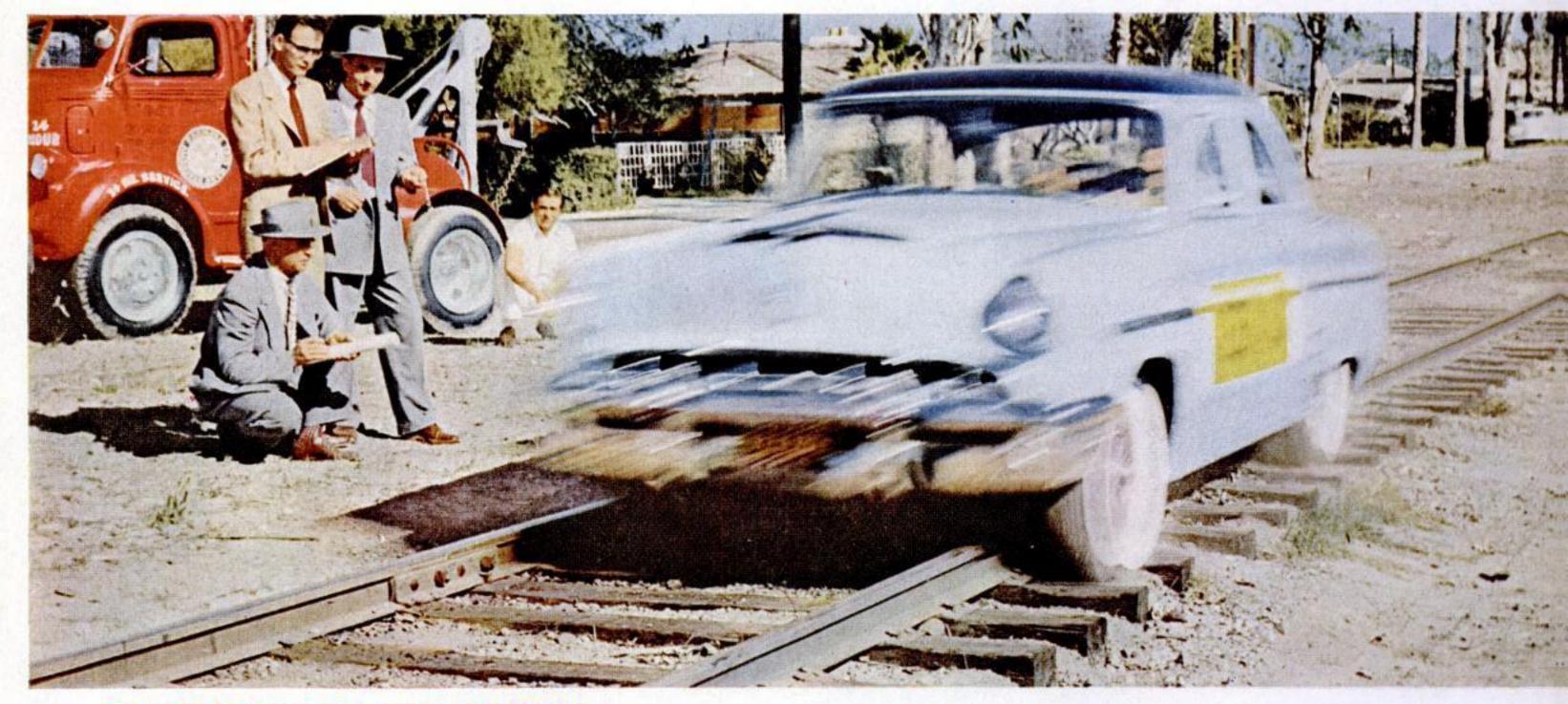
unique good taste has won for Coca-Cola a gracious place in daily living. More than 50 million times each day, someone chooses and enjoys the rare flavor of Coke ... the special prestige that goes with Coke. Have a Coke, best-loved sparkling drink in all the world. Anytime and anywhere, enjoy good taste that has become a universal social amenity.



SIGN OF GOOD TASTE

"COKE" IS A REGISTERED TRADE-MARK, COPYRIGHT 1957 THE COCA-COLA COMPANY.

They've never failed GOODYEAR'S NEW 3-T



STRONGER ON THE INSIDE!

This railroad tie test gives dramatic proof of the miracle strength and safety of 3-T Nylon Cord. Day after day, these tires took this beating.

Over 950,000 smashing, pounding blows. At the end of the test, the tires were removed and we made this incredible finding: not one single 3-T Nylon Cord was broken!



SAFER ON THE OUTSIDE!

We had two cars approach this wet intersection at 40 m.p.h. and slam on their brakes at the same time. The car with ordinary-type tires skidded past the stop sign, but 3-T Nylon Custom Super-Cushions—with the new Twin-Grip tread design—stopped the other car 24% quicker. That's Goodyear's famous extra margin of safety!

a torture test NYLON CORD TIRES!

There's a big difference in nylon cord.

3-T Nylon Cord is different because it's triple-tempered by an exclusive Goodyear process. Better because triple-tempering makes it triple-tough!

NYLON, pound for pound, is actually stronger than steel—up to twice as strong as ordinary tire cord.

But, unless properly pre-conditioned, nylon stretches under tension. To control the stretch of nylon, Goodyear developed an exclusive process involving precisely controlled Tension, Temperature and Time.

The result: triple-tempered 3-T Nylon Cord—cord resolutely stabilized at its point of maximum strength and resiliency.

Triple-tempered, triple-tough 3-T Nylon Cord withstands flexing better than any other tire fabric. This "high-flex" strength makes it more durable and blowout resistant—even after long, punishing service. You get longer, safer tire life.

This exclusive 3-T Nylon Cord tire with its two fully independent treads is your safest bet against all kinds of road hazards. And now—thanks to an ever-increasing demand—you can buy it at the lowest price ever!

What's more, with Goodyear tires, you get a Lifetime Guarantee. See your Goodyear dealer for details—and get a liberal allowance for your present tires. Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON
GOODYEAR TIRES THAN ON ANY OTHER KIND!





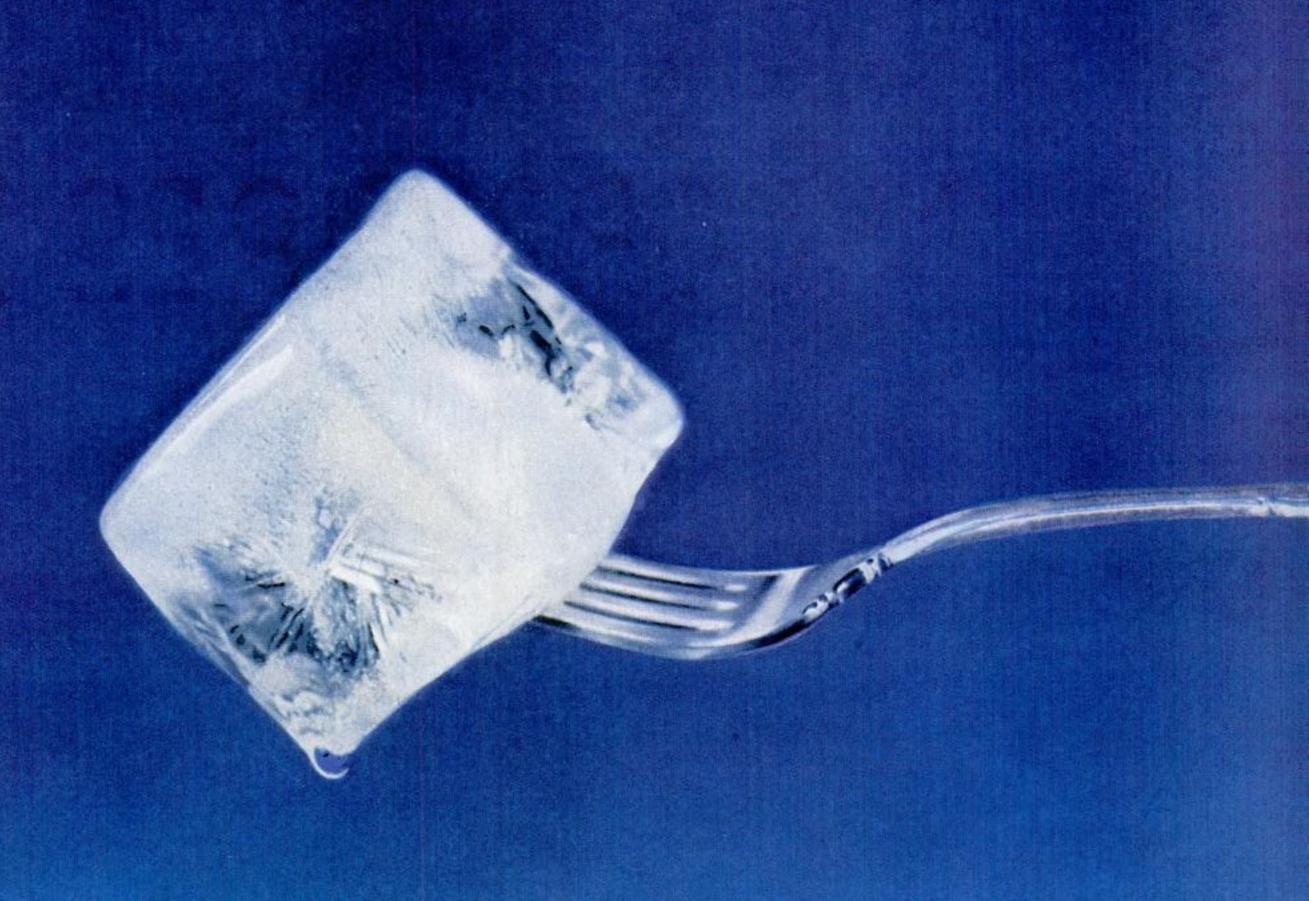
Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms. And ask your dealer about Goodyear's Lifetime Guarantee.

NEW 3-T NYLON CUSTOM SUPER-CUSHION



Watch "The Goodyear Playhouse" on TV Sunday—9-10 P.M., E.D.T.

Super-Cushion T.M., The Goodyear Tire & Rubber Company, Akron, Ohio.



How many forkfuls of *no vitamins* do you eat in a day? Some of the most delicious things on your table supply little more vitamins than an ice cube.

It makes a problem, because you want to eat and drink what you like. Can vitamin supplements set you free to eat and drink what you like without endangering your health? That depends. There are things vitamins can do and things they cannot do.

You can easily get the facts: just ask your pharmacist for Squibb's free leaflet "Hidden Hunger." Make a note: Vitamins...Drugstore... "Hidden Hunger."

And if you are sick, see your doctor. Let him use his skill and judgment to decide what you need.



The priceless ingredient of every product is the honor and integrity of its maker.

TOO MANY HOMERS CONTINUED

anybody has ever bought a ticket to a ball game primarily to see

Sammy Meeks play.

But less than four innings had passed on the day Sammy Meeks replaced Dick Stuart when the difference between the two men became evident. The score was 0-0, and Atlanta had a man on first with one out when Sammy Meeks came up to bat. Manager Bates signaled for the hit-and-run, the man on first to run with the pitch and Sammy Meeks to make every effort to "get wood on the ball." As it happened, Meeks did hit the ball, it was fielded by the second baseman, and Meeks was thrown out at first. But there had been no chance to get the base runner, who wound up on second in scoring position. When the next batter singled, the runner scored what proved to be the day's winning run.

There was no headline in the next day's newspapers: SAMMY MEEKS GROUNDS OUT TO SECOND BASE. But his sacrifice of himself in the interest of his team was fully satisfactory to the other players and to the manager. Calculating their art in terms of the strenuous necessities of a 154-game campaign, they prefer just

such quiet victories to explosive but futile glory.

BACK in Lincoln, Stuart resumed his familiar pattern. In his first game for the Lincoln Chiefs this June he clobbered a home run with the bases loaded. In a doubleheader against Amarillo he hit three more. Within seven days he had hit six, within a month 10, and by the beginning of last week a total of 24. Counting his exploits at Hollywood and Atlanta, he now has 38.

"I can make it with home runs," he has always claimed. But his quick intelligence may soon persuade him that Paragraph 1.01, the very first in the rule book, retains all its hoariest validity: "Baseball is a game between two teams of nine players. . . ."

Possibly his disappointments have begun to direct Stuart toward self-fulfillment. That he may one day be a ranking baseball player nobody denies: the Pittsburgh Pirates, who once gave Dick Stuart \$10,000 for his autograph, have by no means abandoned hope.

Baseball is not arm-rassling. Brute force counts for little. Defense is still at least half the game, while the vital offensive element is still that steady fellow who in some manner reaches first base. The run he scores counts equally with the nine-mile catapult, and it happens more often.

Stuart may soon discover that the star system does not operate in baseball, that the game remains one of precise and painstaking skill. Baseball has never capitulated to the slugger. If it does, it will no longer be baseball, and the men who play it will not be

baseball players but home run hitters.

If, before another season passes, Dick Stuart transforms himself from a home run hitter into a baseball player, he will become a very fine baseball player indeed. But he will then no longer be the Dick Stuart who hit 66 home runs last year—and who cannot quite forget that immense misfortune.



FAVORITE READING MATTER, a sports page article describing his own exploits on the diamond, is perused by Stuart before he retires for the night.



Hero worship...and the man in the Governor® Socks!

Junior's all set to step into Dad's shoes—and into his socks, too! Because his all-American Dad wears the all-new Governor by Esquire Socks. This truly remarkable sock gives wrinkle-free smoother fit . . . rises higher and more neatly on the leg. There's a softer feel, thanks to the luxurious all-nylon richer weight. And, its Sanitized® finish will give lasting freshness. The most popular sock in the grandstand. \$1.

ESQUIRE SOCKS®





Success story with a Southern accent

RIVE into Dyersburg, Tennessee, and you'll see a town of the Old South. Courthouse. Town Square. Statue of a Confederate Soldier. Oldsters sunning on park benches. Youngsters frolicking on the courthouse lawn.

But Dyersburg is typical of the new South, too.

For new industry has come to town. With it have come new jobs, new payrolls, new prosperity and a broader base for Dyersburg's economy.

And we're glad to say that General Motors had a hand in helping it to happen.

Business Enterprise — Southern Style

THE TOWN FATHERS of Dyersburg-like so many ▲ enterprising Southern business and civic leaders were on the hunt for a new industry for their town.

They found one in the Colonial Rubber Works, Inc.a successful Indiana company whose plant had burned down. Offered to locate a plant for them, give them favorable tax consideration and even round up employes for them in Dyersburg.

Colonial owners Willard Wickersham and Danal Hotaling shook hands with the Dyersburg folks. So they moved in. And, when orders from several GM Divisions followed Colonial to Dyersburg, the company hit the high road to success.

So today there are more than 100 Dyersburg men and women making Colonial rubber products for more than 100 different companies including such GM Divisions as Delco Radio, Chevrolet, Pontiac, Frigidaire and Cadillac. And sales now top a million dollars a year.

More of Same

Oo SUCCESSFUL has been Dyersburg's experience with Colonial - they've already managed to sell an automotive parts maker on settling there-and several more firms are thinking of moving in to join them.

What has happened in Dyersburg, Tennessee, has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products GM needs, at competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities-and as a result, these communities in every state share in GM's success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar General Motors takes in from the sale of its products.

Small Business and General Motors Pattern for Prosperity

Most of the 26,000 business firms supplying General Motors with goods and services are small businesses with less than 500 employes. Almost 1,700 GM suppliers are in the South - and most of them are very small businesses, employing less than 100 persons.

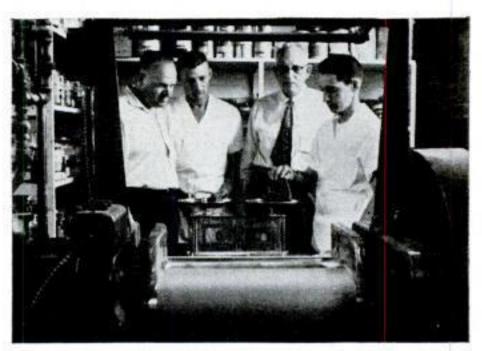
GENERAL MOTORS — Good people to work for — Good people to deal with



DYERSBURG, TENNESSEE, enjoys new prosperity since Colonial Rubber Works, supplier of rubber parts to General Motors, came to town. Dyersburg boosters, like Chamber of Commerce President Otis Manner and Executive Secretary George Wilson (both on bench), hope to bring more industry to town.



BURNING MEMORIES—Colonial Rubber President Willard Wickersham and Vice-President Danal Hotaling with photo of their first plant burning down. Today, company is back on its feet, thanks in part to continuing GM orders.



LOCAL TALENT—like Chief Chemist Billy Heathcott (r.), checking density of Chevrolet part and his young assistant, Larry Hollomon staffs Colonial Rubber. All employes have been trained in their jobs by company owners.



EXPANSION PROGRAM includes new refrigerated warehouse under construction, which will be used to store synthetic rubber. Company has grown 20% since coming to Dyersburg, plans even greater expansion in near future.



MARCHING MAJORETTES of Dyersburg High School wear uniforms donated by Colonial Rubber and other local firms. Unit has just been organized, will enter competition with other state schools in Fall.



CONFIDENCE

From the top of your Paris-inspired hat to the tip of your Italian-toed shoes—you're calm, poised, sure of yourself. Anybody looking at you would know—you're a woman of convictions—not just about the clothes you wear, but the things you do, the things you believe

in doing.

No wonder you were the first among your friends to use Tampax. No wonder you won them over to Tampax! Simply and confidently you told them how Tampax® internal sanitary protection brings you such freedom and confidence on "those" days. For Tampax is invisible and unfelt when in place. It can't show or cause odor. Can't chafe or bind. Tampax frees you of messy disposal problems. Makes "light" of carrying problems. (A month's supply tucks away in your handbag!)

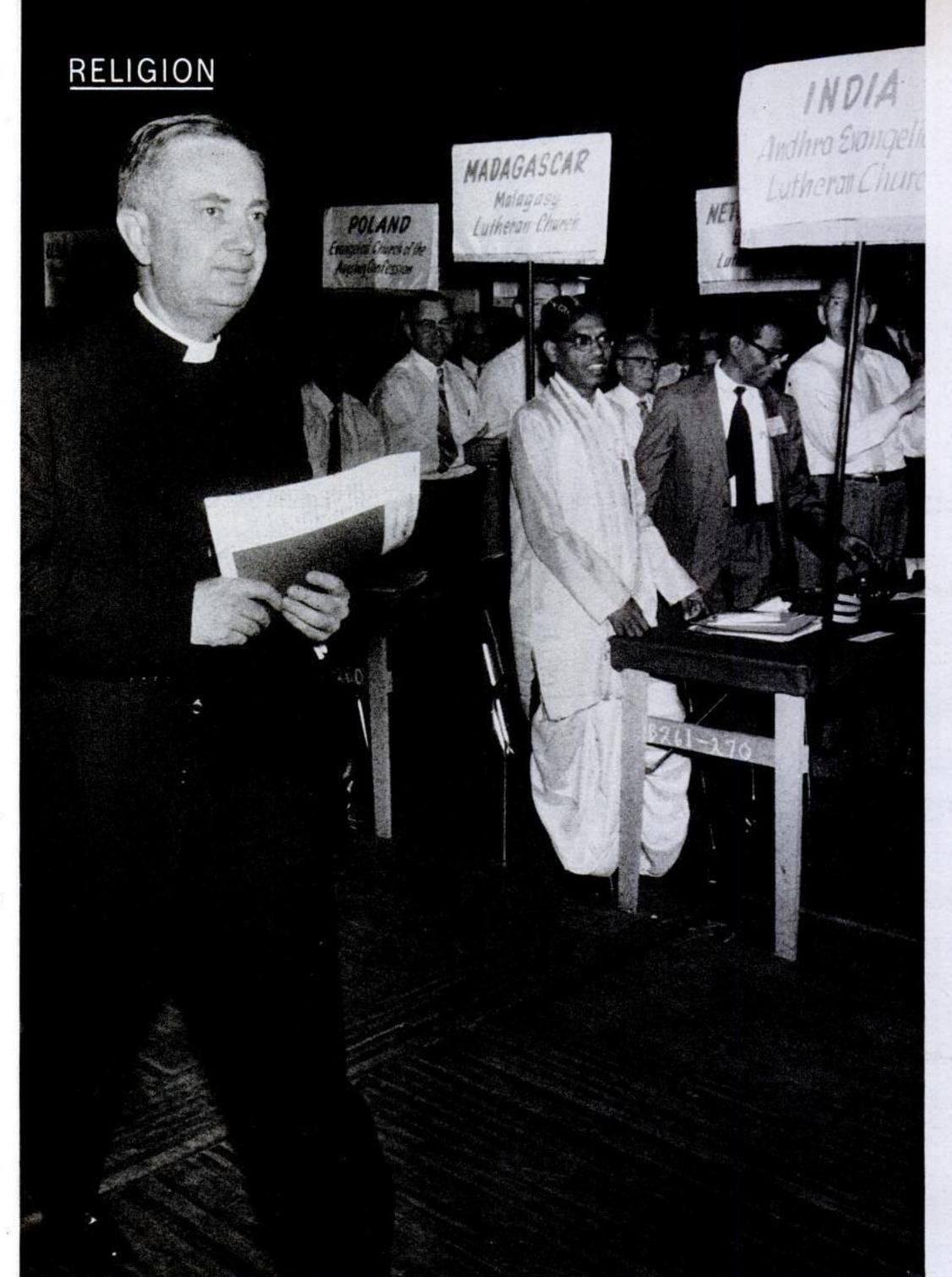
On sale wherever drug products are sold, in Regular, Super, Junior absorbencies. Look for Tampax Vendor in restrooms throughout United States. Tampax Incorporated, Palmer, Massachusetts.



TAMPAX INCORPORATED Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

of mailing. Absort	pency is checked below		
() REGULAR	() SUPER	() JUNIOR
Name	(Please print)		
Address			
City	State -		



AFTER HIS ELECTION DR. FRY WALKS TOWARD MINNEAPOLIS AUDITORIUM PLATFORM FROM SEAT IN U.S. DELEGATION

THE WORLD'S LEADING PROTESTANT

Last week for the first time, an American became head of the world's largest Protestant group. The Lutheran World Federation, representing 50 million Lutherans in 29 countries, met in Minneapolis and unanimously chose Dr. Franklin C. Fry as president until 1962. Since 1945 Dr. Fry, an affably energetic man of 57, has headed his church's biggest U.S. segment, the United Lutherans. Since 1954 he has held the top policy post in the World Council of Churches as chairman of its Central Committee. No other Protestant has ever enjoyed such worldwide eminence.

A third-generation minister who lives in New Rochelle, N.Y., Dr. Fry was born in Bethlehem, Pa. He was an outstanding pastor before he turned executive, and has been known to interrupt ecclesiastical meetings for baseball scores. He says his four major interests—in that order—are: the Lord, the Lutheran Church, his family and the New York Yankees.



ADDRESSING DELEGATES who just elected him, Dr. Fry promises to promote "unity of faith and confession."

THE FOUNTAIN PEN NEW

THAT FILLS LIKE A BALLPOINT

Skrip CARTRIDGE

Just drop Skrip cartridge into barrel, and write!

Away with ink bottles and mop-up filling! You'll rate Sheaffer's new Cartridge Pen tops for smooth, easy writing without skips, scratches or unpleasant surprises. You'll upgrade your handwriting, too, because the point is a genuine Sheaffer. And that, of course, means you choose the exact writing style that fits you best, that seems to be part of you. Before you start back to school, stop at your Sheaffer dealer's. Choose your favorite color in this new favorite pen. The "875" model shown.

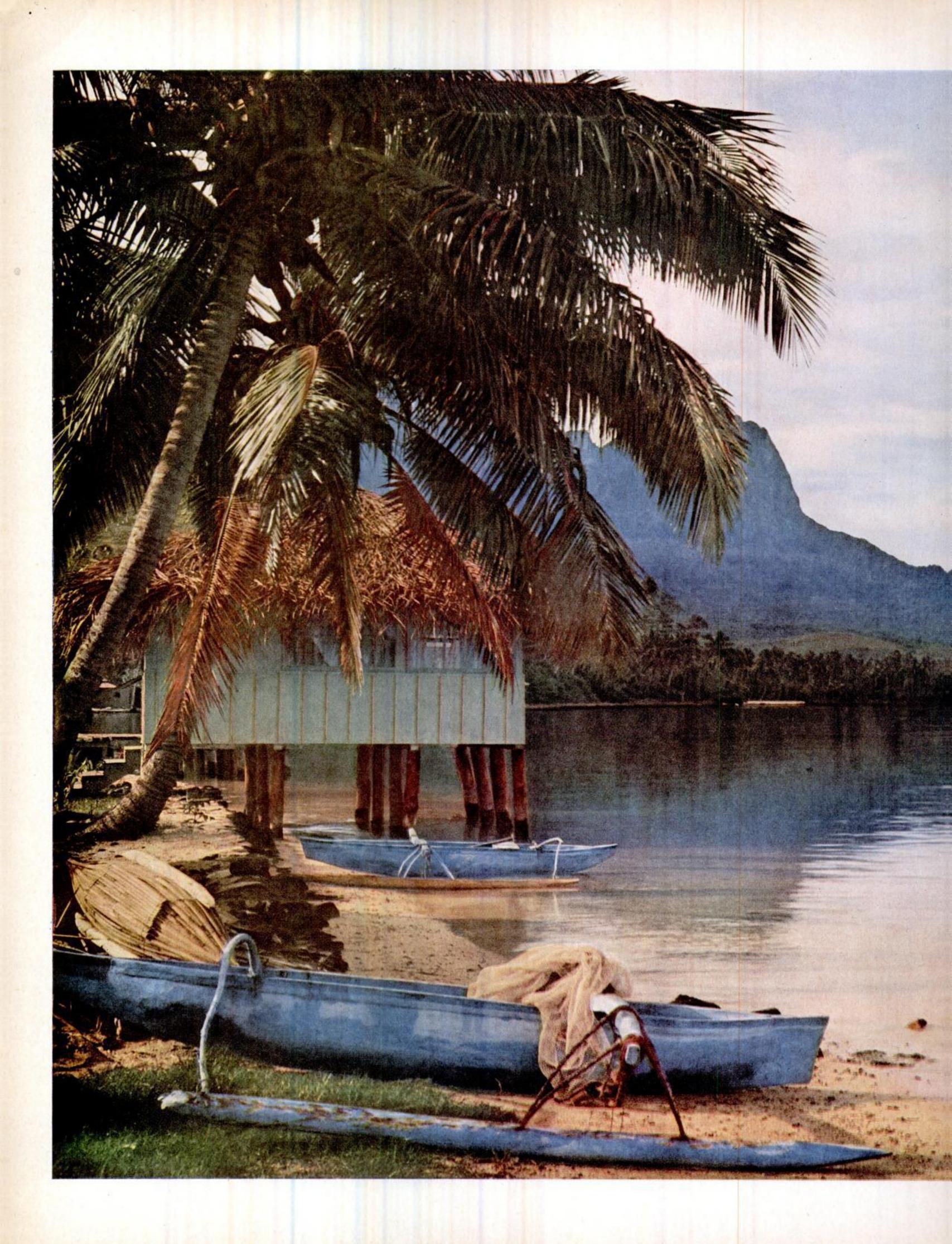
SHEAFFER'S CARTRIDGE PEN

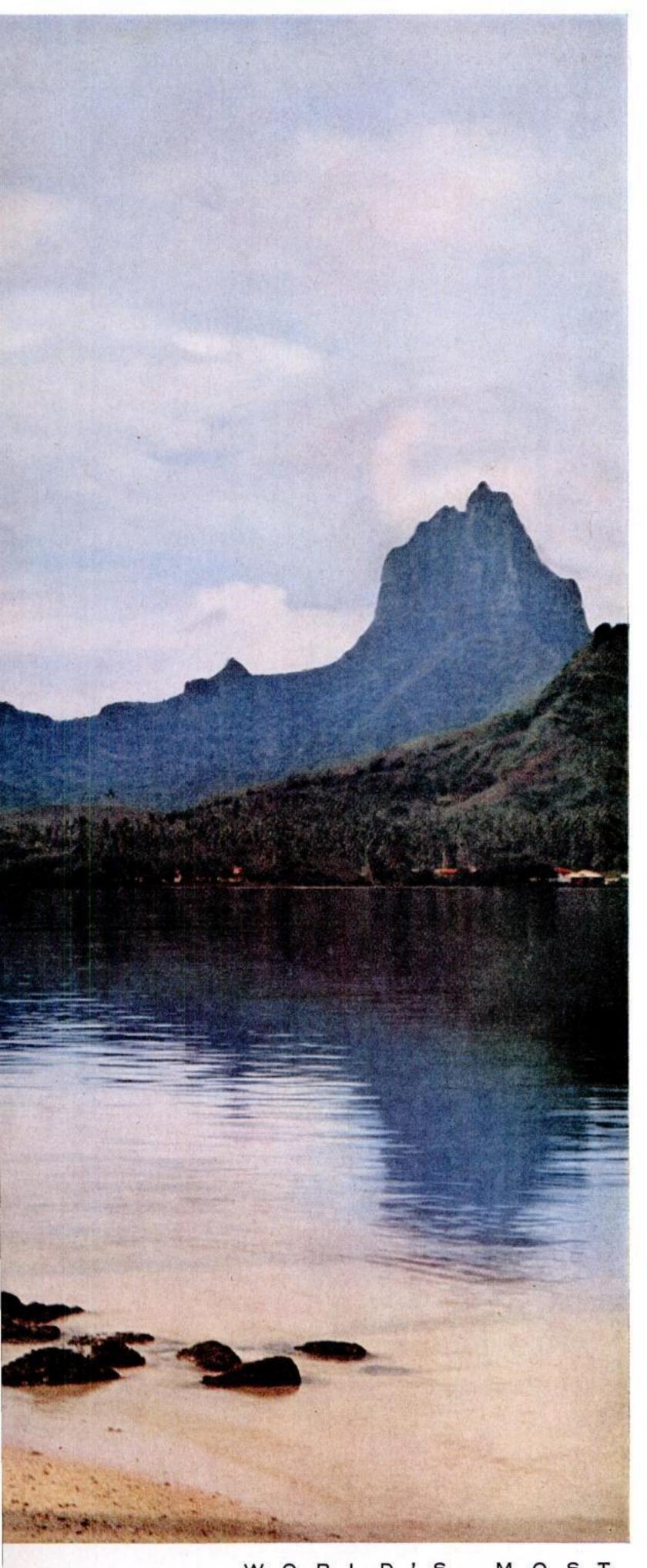
Extra cartridges in handy 5-pack, 49¢

OTHER PEN SO PERFECT FOR \$875.\$500.\$295

When it comes to writing—come to Sheaffer's









MAY BE CLOSER THAN YOU THINK

Is there a person who hasn't dreamed of a rendezvous on his own secret island?

Islands have the climate of dreams. Islands are magic. On an island, you live by the sun and the moon . . . for the very best islands have no clocks.

Somewhere beneath the Seven Skies you'll find *your* island. Say the secret word. Pan Am's magic will make the sandy beaches, rippling waters and whispering palms appear tomorrow.

If your budget's to blame for keeping your island secret, use Pan Am's World-Wide Plan, Go Now—Pay Later . . . all you need is 10% down, up to 20 months to pay the balance. What easier way to make an island dream come true?

Keep it secret no longer! Call your Travel Agent or one of Pan Am's 41 offices in the U.S.A. and Canada today!

Pan Am's 576-page, best selling world travel guide (over half a million copies sold to date)—and tell you where this secret island is, if you mail \$1 to Pan American, Dept. 157, Box 1111, New York 17, New York.

*Trade-Mark, Reg. U. S. Pat. Off.

Typical	Flying	Minimum	20 month!	
round trips	times	down payment	payments	
		(to neare	(to nearest dollar)	
Boston-Bermuda	3 hours	\$10	\$ 5	
New York—Nassau	4 hours	13	7	
New York—San Juan	5 hours	11	6	
West Coast—Hawaii	8 hours	25	14	
New York—Majorca	18 hours	52	28	
West Coast-Pago Pago	31 hourst	80	42	





—tor a free color print suitable for framing, without advertisement, see your nearest Pedwin dealer.

young ideas in shoes

OCCUPATION

Note: The state of the



CHAINED TO WHEEL, CAGNEY PLAYS CHANEY IN ROLE OF QUASIMODO IN "THE HUNCHBACK OF NOTRE DAME," THE MOVIE THAT MADE CHANEY A MAJOR STAR

CHANEY CHILLS 'EM AGAIN

Cagney re-creates master of make-up

A whole generation of Americans was scared pale and chill in its youth by Lon Chaney. A master of pantomime and make-up, he slithered through more than 150 silent movies and peopled the nation's nightmares with ghouls, ghosts and hairy horrors. Buried under 40 pounds of make-up, he played Quasimodo in *The Hunchback of Notre Dame (right)* and the role emerged as a tribute to the rejected of the earth.

In private life Chaney, son of deaf-mutes, was aloof and withdrawn. In 1930 he died of cancer. Now in *Man of a Thousand Faces*, Universal has made his movie biography. Months of work helped actor James Cagney re-create the make-up and monsters Chaney had created. But, more important, in giving a superb performance as the unmade-up Chaney, Cagney turns the film into a tender salute to a fine artist and troubled man.



AS HUNCHBACK CHANEY ACTS WITH PATSY RUTH MILLER AS ESMERALDA ->

ADVENTURES of GOLand GATE

I'M LEAVIN' THIS EARTH-CAUSE SHAVIN'S A BORE!







SHAVE

COLGATE

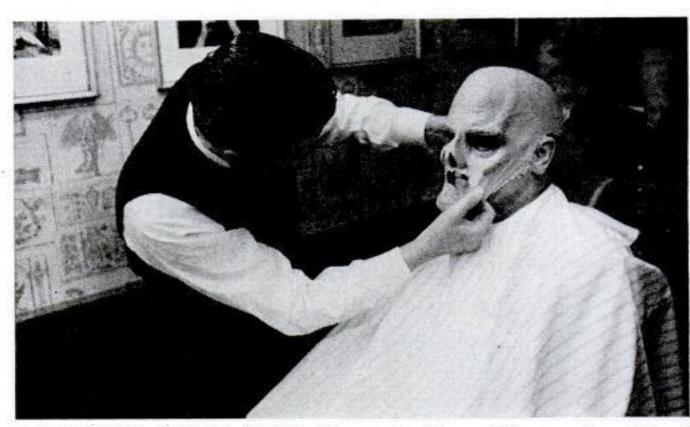
SHAVE

CHANEY CONTINUED

A PHANTOM'S FALSE FACES



PREPARING PHANTOM for opera, make-up men Bud Westmore (left) and Jack Kezan (rear) glue Cagney's face so mask will move with face muscles.



FOAM LATEX MASK is fitted to Cagney by Kezan. Chaney, who widened nostrils with hairpins and built face of cotton, used to do his own make-up.





BLENDING FACE AND MASK is meticulous work. At left lips are merged with rubber of the mask. At right mouth is adjusted while Cagney tries a leer.





ORIGINAL AND COPY are both masterworks of make-up. At left is Chaney in face he produced for *Phantom of the Opera*. At right is Cagney version.

CONTINUED



Ladies' anklets and men's slack socks . . . in white and colors.

Ladies' anklets and men's slack socks . . . in white and colors.

SOCKS



IT MAKES PAINT

stick

TO THE JOB

Master Painters prefer Gum Turpentine because it provides ideal penetration to anchor the paint to the surface—makes paint stick to the job. Unlike quick-evaporating substitutes, Gum Turpentine contributes to the durability of the paint film—costs little, makes a BIG DIFFERENCE. Specify Gum Turpentine for every outside paint job and for long-lasting interior work. Always use Gum Turpentine to thin paints when you do-it-yourself.

American Turpentine Farmers Association General Offices: Valdosta, Georgia

Phis cigarette makes sense!





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Any Tareyton smoker will tell you—Tareyton's special kind of mildness makes a wonderful difference in your smoking! You get the clean, fresh taste of fine, mild tobaccos— a filter that really filters—more enjoyment, pack after pack. Try Tareytons—you'll see.

filter tip TAREYTON

BY THE MAKERS OF HERBERT TAREYTON-FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.

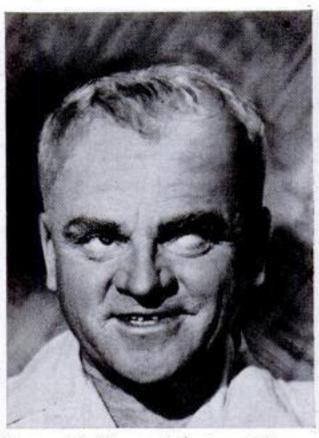






IN "HE WHO GETS SLAPPED" (1924) Chaney (left) made himself up as a classical clown. Cagney (right) practiced this and many other Chaney roles.





IN "ROAD TO MANDALAY" (1926) Chaney (left) acted trader with eye (glued to membrane of a hard-boiled egg) blank. Cagney had plastic lens.





IN "LONDON AFTER MIDNIGHT" (1927) Chaney (left) played a vampire batman, using chemicals to distend his eyes. Cagney's effect is at the right.





IN "THE UNHOLY THREE" (1930) Chaney (left) was a burglar disguised as an old lady in his last movie and only talkie. At right is Cagney's burglar.





Available to Canadians in the provinces of Quebec and Ontario

Extra-good because it's made with extra cream! Lady Borden Vanilla Chocolate Fudge

Now—the most delicious vanilla ice cream you have ever tasted, laced with luscious chocolate fudge! Get some today. Just look for the Burgundycolored carton where you see the Lady Borden Ice Cream sign.



Borden's For 100 years folks have been saying, "If it's Borden's it's got to be good!"

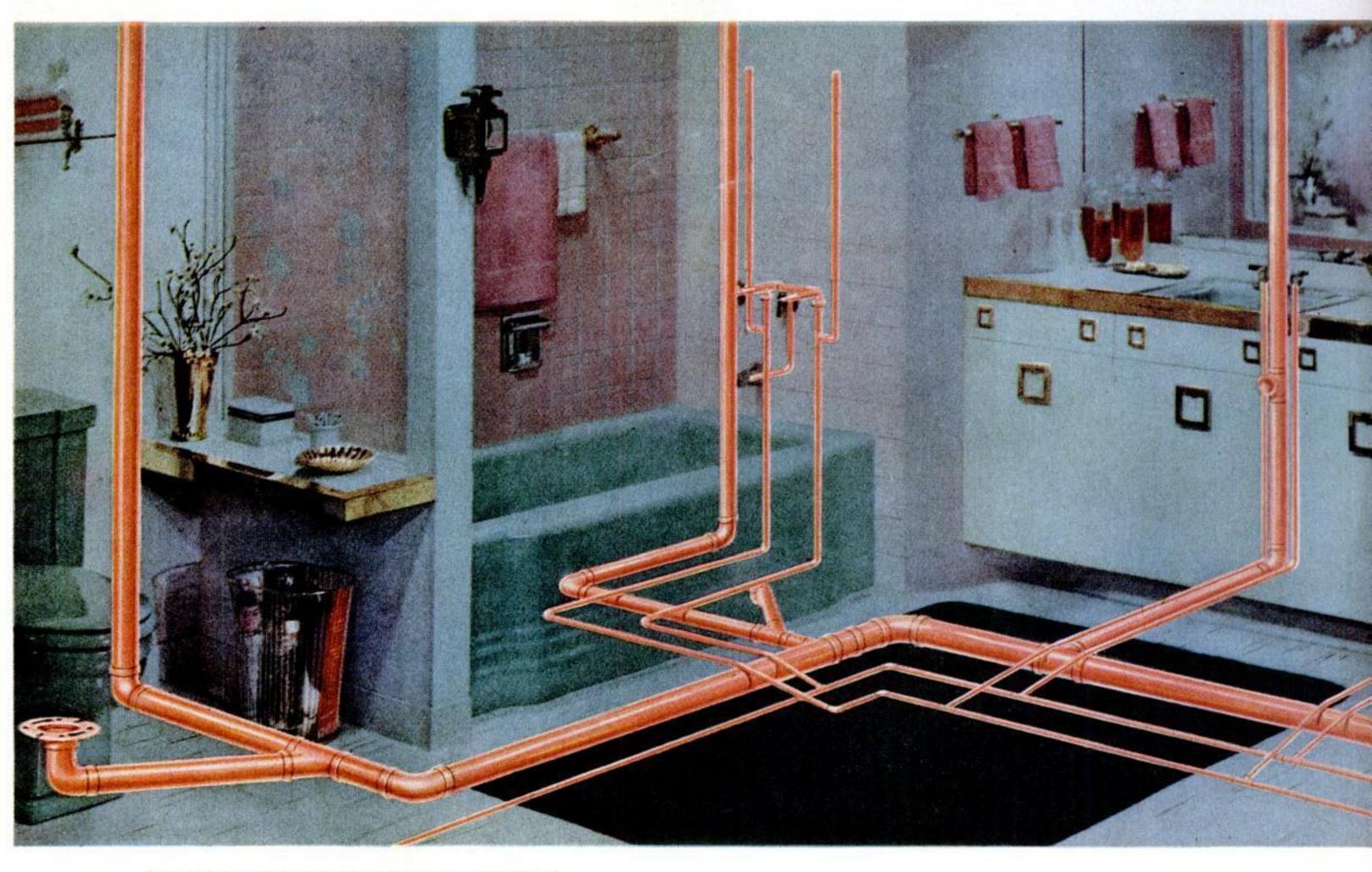
Milk • Fine Cheeses • Ice Cream • Starlac

See Borden's TV shows, "The People's Choice" and "Fury" over NBC.

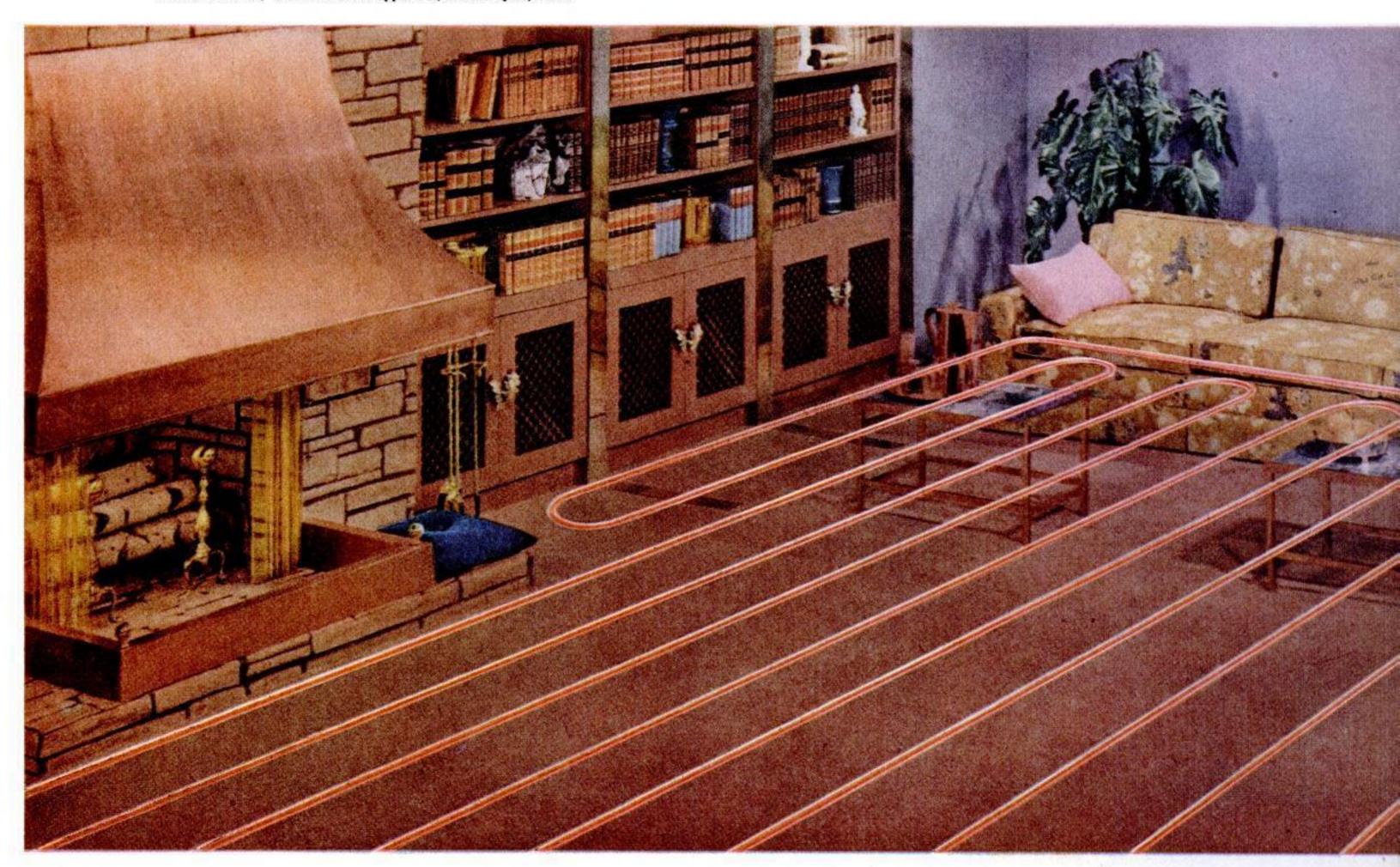


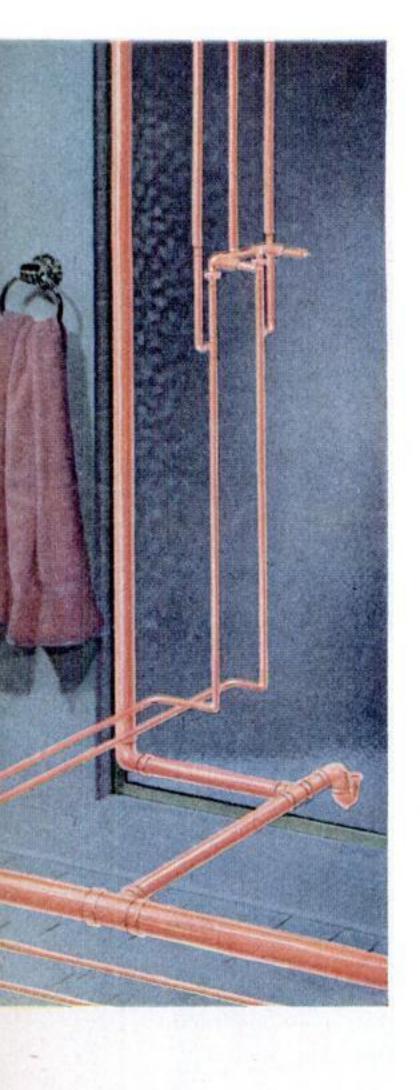


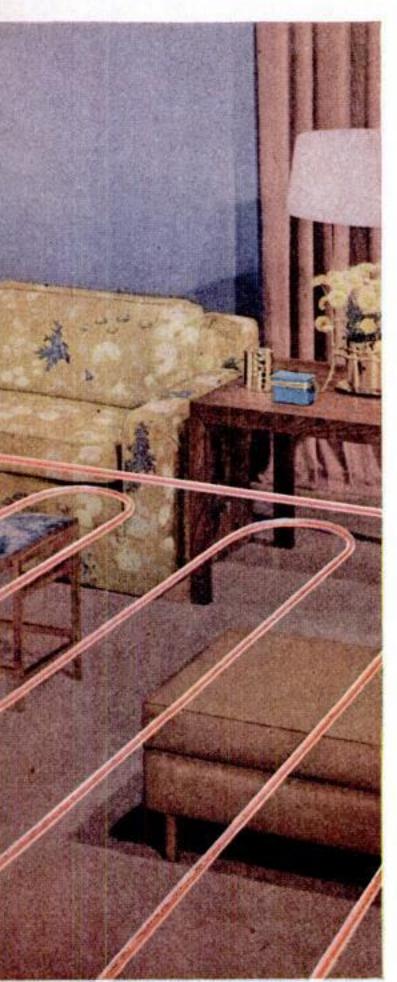
This is the Gail Borden Rose-developed by Jackson & Perkins Company (the largest grower of roses in the world) in honor of The Borden Company's 100th birthday. O 1957, The Borden Company



Get the facts about building or remodeling with Lifelines of Chase copper tube. Send 25¢ for full-color, 24-page booklet. Write: "Lifelines," Chase Brass & Copper Co., Waterbury 20, Conn.



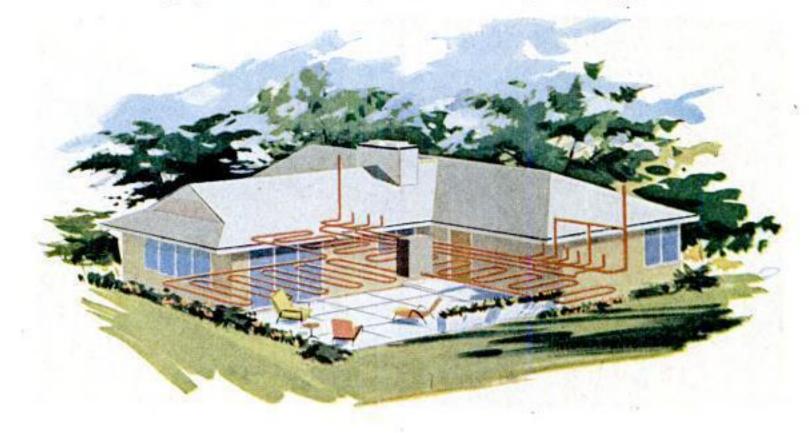




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LIFELINES

OF YOUR HOUSE!



Keep them clean and clear with Chase copper tube!

No doubt about it. Your comfort and your health depend upon free-flowing water in your home! Cooking, bathing, laundry, winter heating, summer cooling...all use water, and plenty of it. That's why pipes that carry water are the Lifelines of your home!

That's why it's so important for you to get the best, longest-lasting water-carrying pipes your plumber can install...Lifelines of copper, Chase copper! You see, Lifelines of Chase copper tube can never clog with rust. And if you're replacing old, worn out pipes, there's nothing so easy and economical as Chase copper tube. No need to rip out walls. Bendable Chase tube goes in easily.

When you build or remodel, *insist* on Chase copper tube. Accept no substitute. Here's why! Copper tube *itself* was pioneered by Chase. And Chase copper tube has been used in more homes than any other brand!

LIFELINES FOR PLUMBING AND DRAINAGE

...won't clog with rust-ever-when they're Chase copper tube. You always get water at full flow, in kitchen, bathroom, laundry. What's more, drains flow freely. Clogging waste can't get a grip on the smooth inside walls of Chase DWV copper drainage tube and solder-joint fittings.

LIFELINES FOR HEATING AND COOLING

... assure you reliable circulation so necessary for an efficient system—when they're Chase copper tube. Solderjoints stay leak-free, pressure-tight. Smooth interior surfaces allow free flow of water and efficient heating or cooling—for radiant, baseboard, or convection heating.



See Your Plumbing and Heating Contractor!

Installing copper tube Lifelines is not a "do-it-yourself" project. Your plumbing and heating contractor is the only man qualified for the job. He can help you plan and complete all your remodeling! Get in touch with him today!



LOOK ...

Smartest styling of any pickup is yours in the new Ford . . . it's smarter outside, smarter inside! Slip inside the all-new Driverized cab and you'll find modern features everywhere . . . advances that promise big double-duty dividends in comfort and driving ease. New Hi-Dri ventilation; new visibility; suspended pedals; inboard cab step!

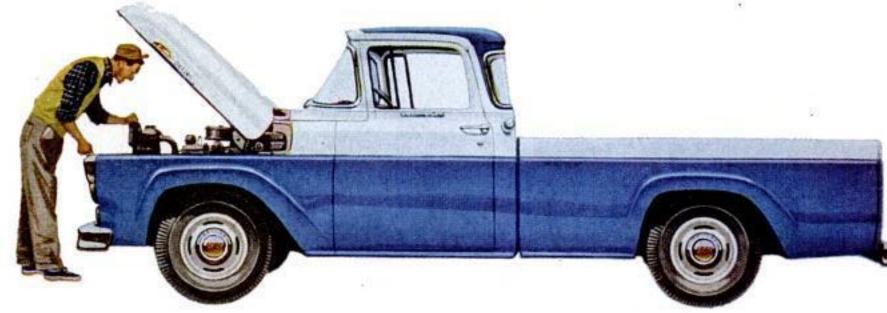
LOOK INTO ...

Modern "muscles"—only Ford offers Short Stroke power in both Six and V-8! And for '57, there's higher compression, freer breathing, plus a Super Filter air cleaner that stops 90% of dirt ordinary cleaners miss! New strength, too! Frames and axles are huskier . . . welded, all-steel body has sturdy box-section corner reinforcements!

LOOK OVER ...

Biggest body—new Styleside body gives you more loadspace than any other half tonner . . . and it's standard at no extra cost! Any way you look at it, Ford Trucks cost less! First cost is low, resale value is traditionally high; Short Stroke engines are designed for low running costs; and a 10-million-truck survey proves Ford Trucks last longer. Call your local Ford Dealer for a demonstration today!









FORD TRUCKS COST LESS

...LESS TO OWN

...LESS TO RUN

LAST LONGER, TOO!



A GALLON OF ASIATIC FLU VIRUS STANDS AMID EGGS IN WHICH THE VIRUS IS GROWN. FROM THE VIRUS-FILLED FLUID IN BOTTLE, VACCINE WILL BE MADE

THE ASIATIC FLU

U.S. mobilizes to keep 30 million people from succumbing to epidemic

For the first time in its history the U.S. has had full warning that it faces a major new epidemic. Generally such epidemics come unheralded, strike stealthily. But it is now known that as soon as the first cold snap nips the nation, a fifth of the population faces the prospect of coming down—almost all at once—with the aches and fevers of the Asiatic flu.

Asiatic—or Asian—flu is a new and highly infectious form of influenza which apparently originated in China last January. Mild itself but often followed by dangerous complications, it spread round the world in 20 weeks, striking 10 million people (next page). In the U.S. every state has already been "seeded" with the virus, and a bad cold-weather epidemic

threatens. Heeding the warning, the government has launched the fastest medical mobilization ever attempted against an epidemic disease.

By early June, when the flu first reached the U.S., drug companies were already working on a test vaccine. The Armed Services will begin vaccinating all servicemen in late September before bad weather makes people susceptible to respiratory diseases. Drug companies have increased by 20% their production of antibiotics for use against the flu's possible complications. If this record mobilization is successful, most Americans will be spared the flu. But it takes at least 10 days after vaccination before immunity sets in and the first cold weather is only a few weeks away.

HOW EPIDEMIC SPREAD AROUND THE WORLD IN



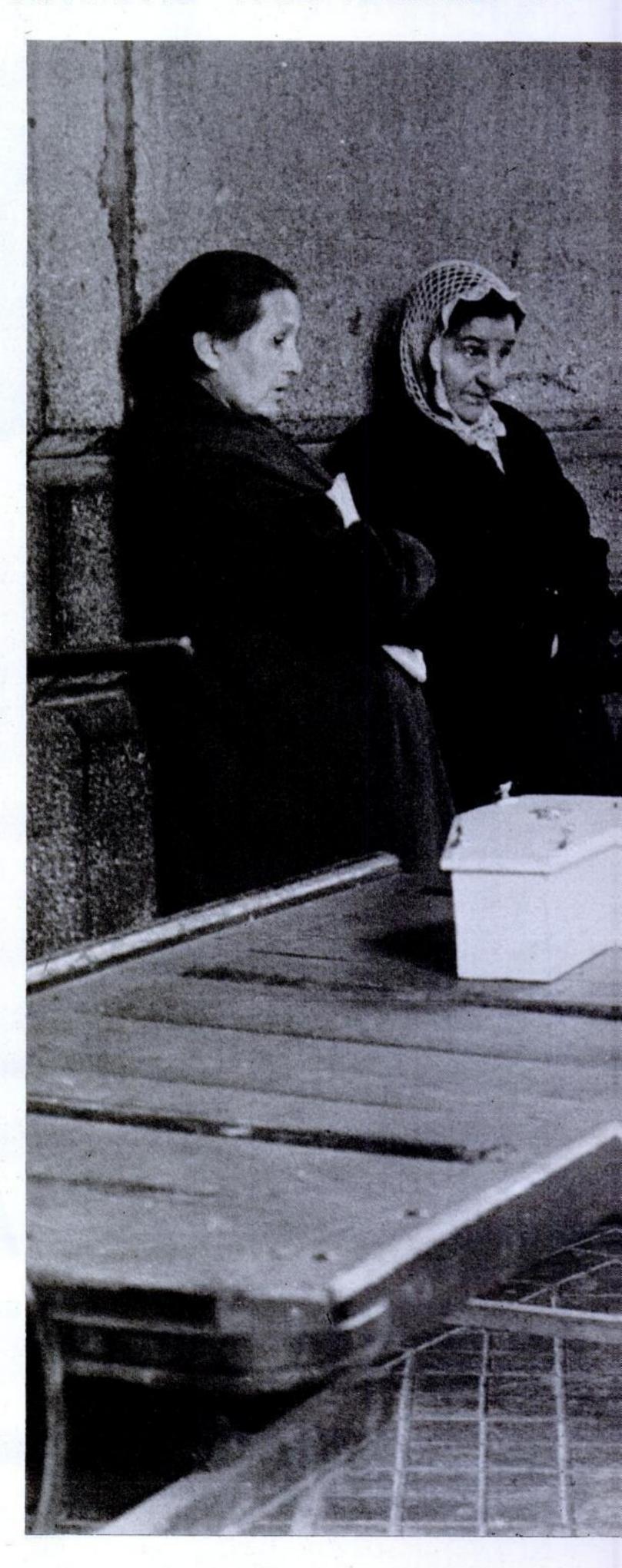
IN JAPAN, where 1.5 million caught flu, teacher cares for feverish pupils who sickened on a school outing. Foreheads are cooled by icebags hung from ceiling.



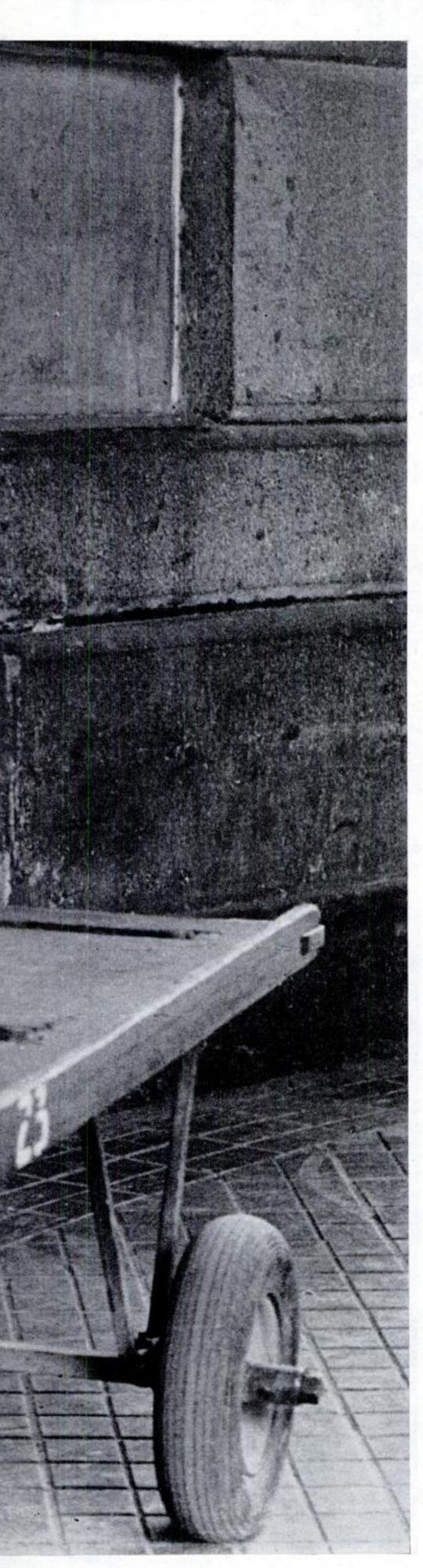
IN PERU Miss Universe, Gladys Zender, takes to her bed. She got sick upon arriving in Lima after winning U.S. contest. Twenty percent of Lima has had flu.

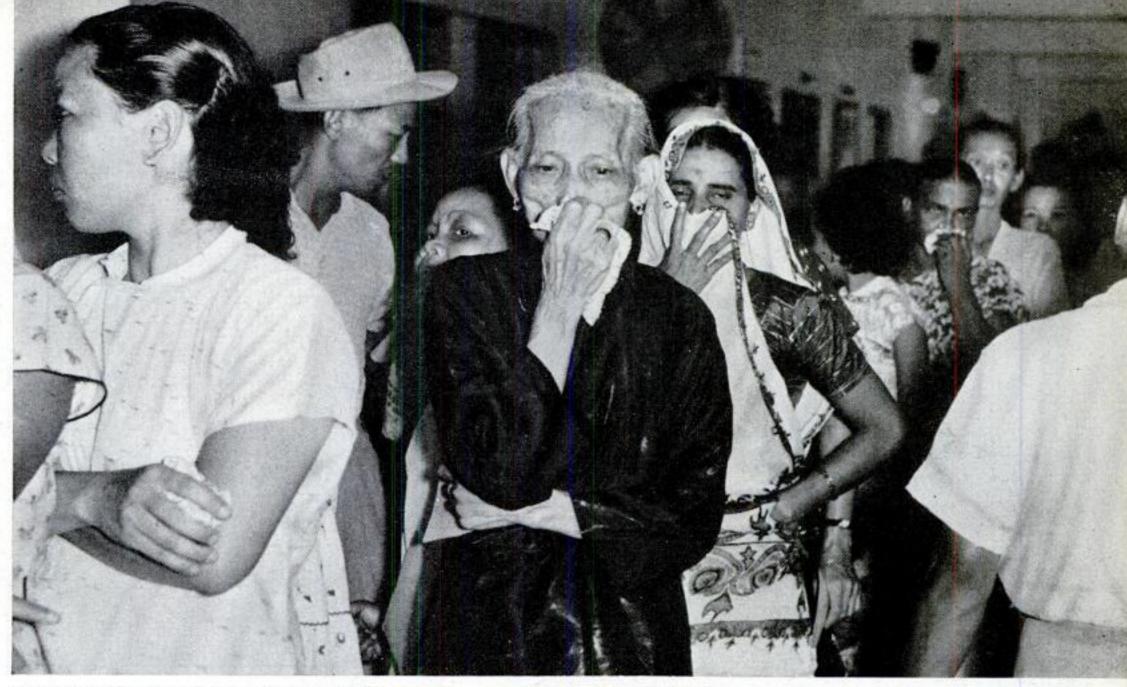


IN INDIA patients cover their noses and mouths in the hope of lessening the flu's spread as they crowd into a hospital. India has reported 1.5 million cases.



TWENTY WEEKS





IN SINGAPORE, which has had 218,000 cases, flu patients await hospital treatment. World Health

Organization, which began a virus study at same time U.S. did, got first virus samples in Singapore.



IN SOUTH AFRICA, where 220,500 have been stricken during southern latitudes winter, flu sufferers have temperature taken. In Johannesburg 6,000 Negroes a day fell ill and schools had to close.



IN PHILIPPINES patient is borne by stretcher into a hospital. Philippine Islands have counted 1,126,000 flu cases, with 2,360 deaths, and have one of the highest mortality rates of any nation.



→ IN CHILE a stunned mother (right) sadly waits for an overworked Santiago gravedigger beside the small coffin of her child, a flu victim. Chile has had 800,000 cases and 3,000 deaths during its winter.

IN ITALY a Neapolitan mother weeps by the flowered tomb of her 9-year-old daughter, who has just died of flu. Italy has had 20,000 cases, including 225 of the personnel at NATO headquarters in Naples.

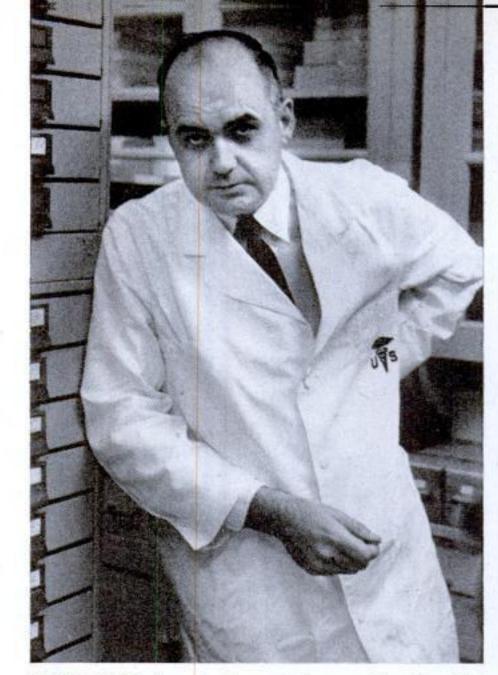


HARVESTING VACCINE, TECHNICIAN SUCKS UP SOME VIRUS-LADEN EGG EMBRYO FLUID WITH SYRINGE

EXPANDING LAB, Eli Lilly & Co. erects new building in Greenfield, Ind. This company, like five

others in vaccine program, was chosen because it had experience making flu vaccines of old type.





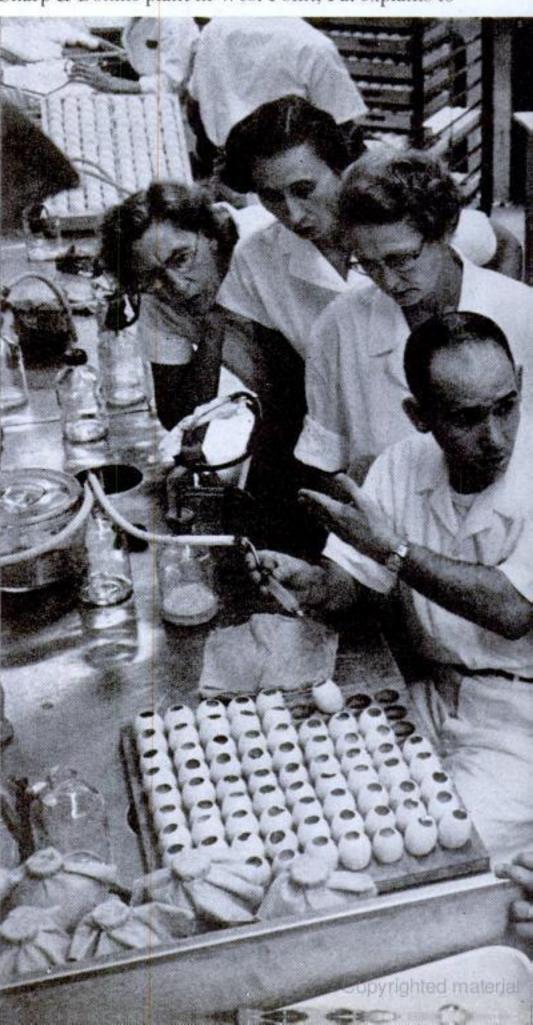
INITIATOR of new virus study was Dr. Maurice Hilleman, whose team isolated and identified virus.

RUSH TO MAKE

As soon as news of an outbreak in Hong Kong reached him on April 18, Dr. Maurice Hilleman (above) of the Walter Reed Army Institute of Research cabled colleagues in Japan to get flu specimens. They boarded the aircraft carrier Shangri-la, which had just come in to Yokosuka from Hong Kong, and got throat washings from flu-stricken crewmen. By May 13 they had isolated the virus from the washings and rushed a minute sample of it by courier to Hilleman.

Hilleman's group grew enough virus to supply six vaccine-licensed firms. By early July a successful vaccine had been tested by the

TRAINING NEW HELP, Jeff Cesarone at Merck Sharp & Dohme plant in West Point, Pa. explains to





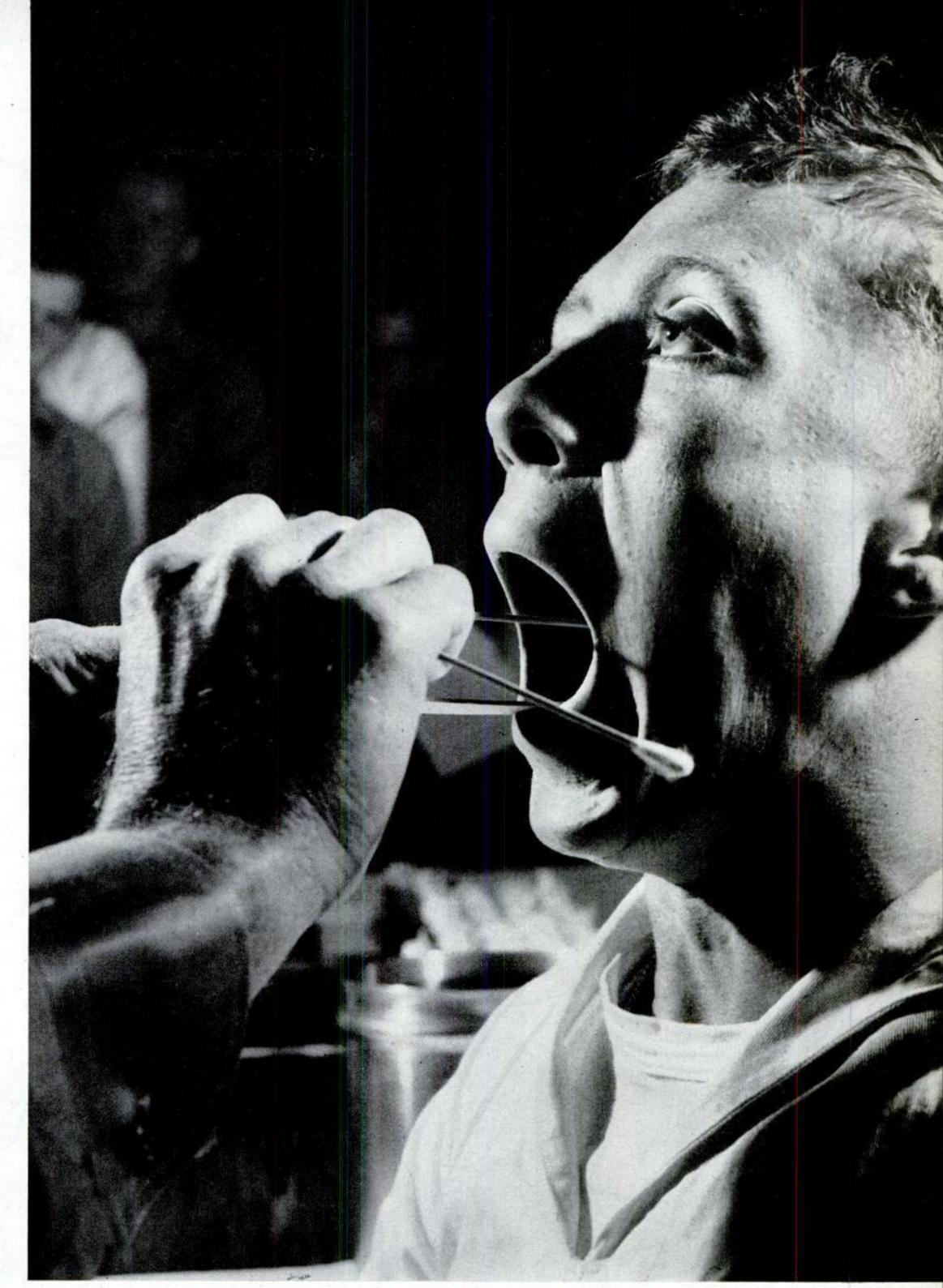
SHIPMENT of 85,000 doses leaves by helicopter from Cyanamid's Lederle Labs bound for New York.

FIRST VACCINE

Public Health Service. The vaccine is made by injecting the virus into fertile eggs, where it multiplies. The virus-laden embryonic fluid is siphoned off, the virus killed. Purified, the fluid becomes vaccine. One manufacturer has increased its vaccine labor force 35-fold and most producers are working seven days a week. To grow the virus one maker uses 150,000 eggs a day. Eight million doses will be turned out by mid-September (half of them for the Armed Forces) and at least 60 million doses by Feb. 1. The government does not control distribution, hopes that by voluntary rationing the nation's medical staffs will get shots before the public.

newly hired crew how virus is injected into 11-dayold fertile eggs and, after incubation, is harvested.

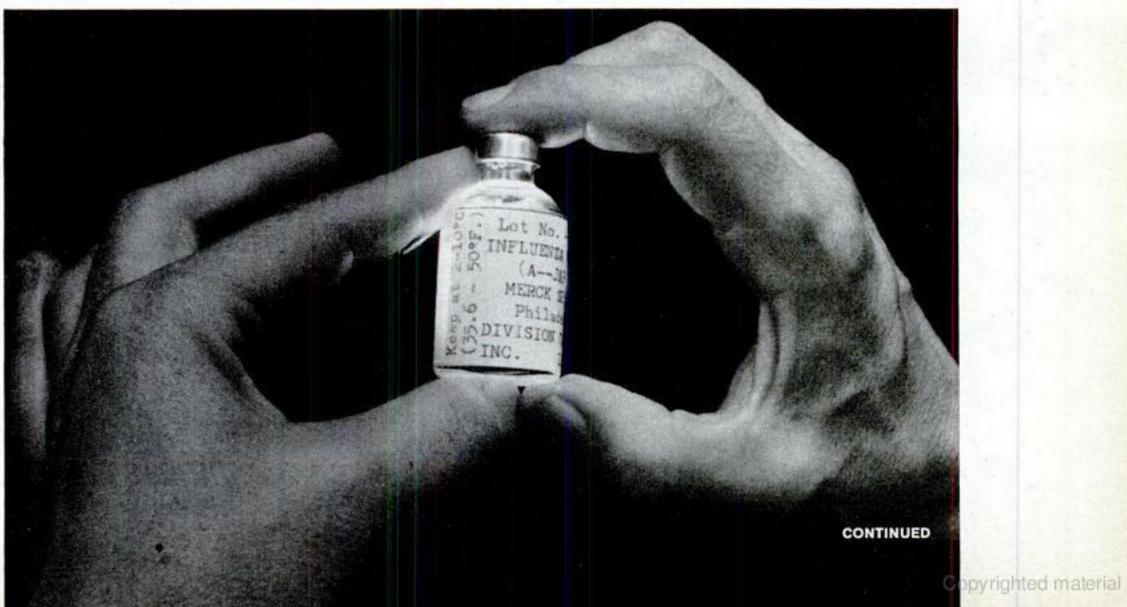


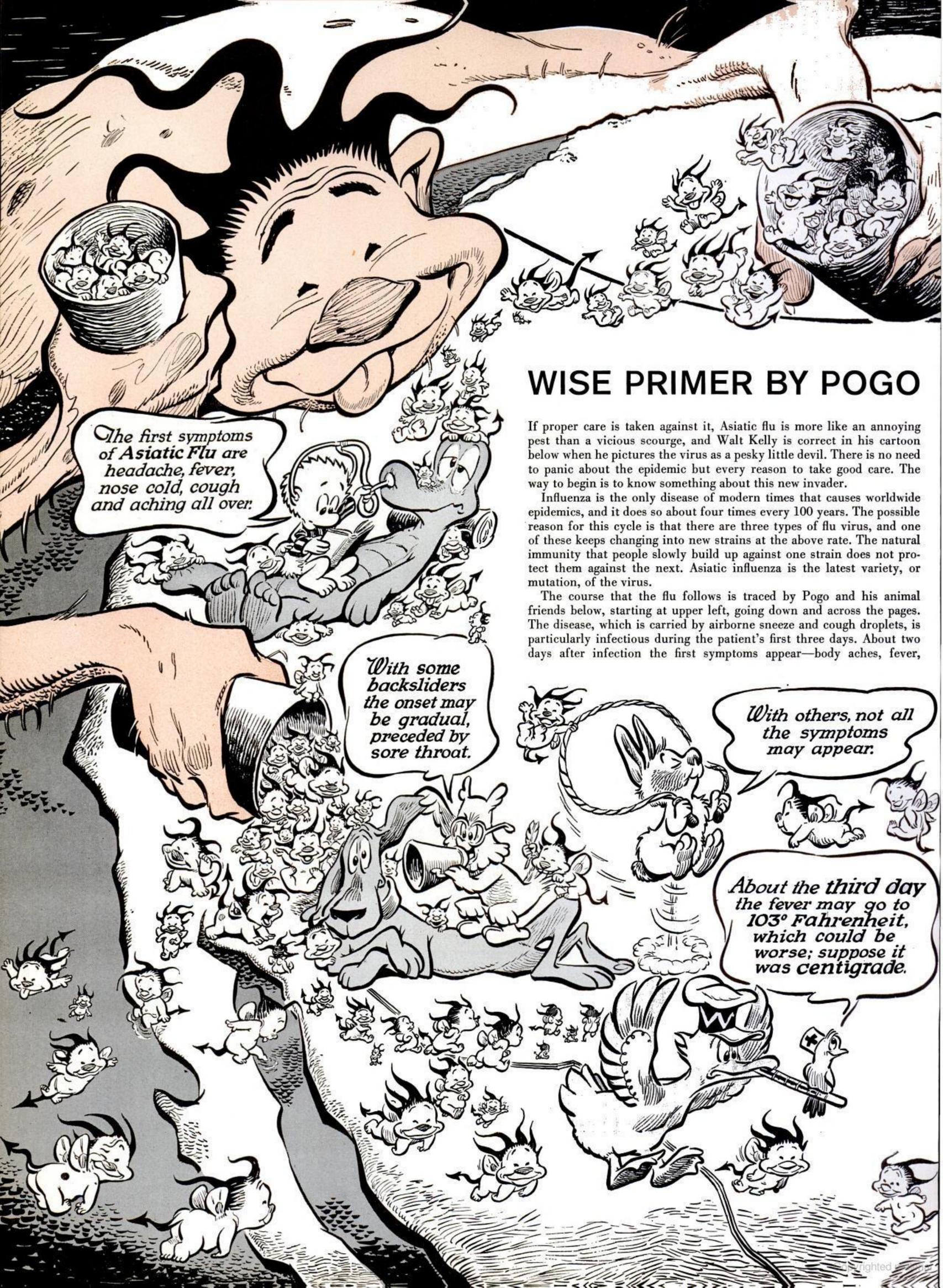


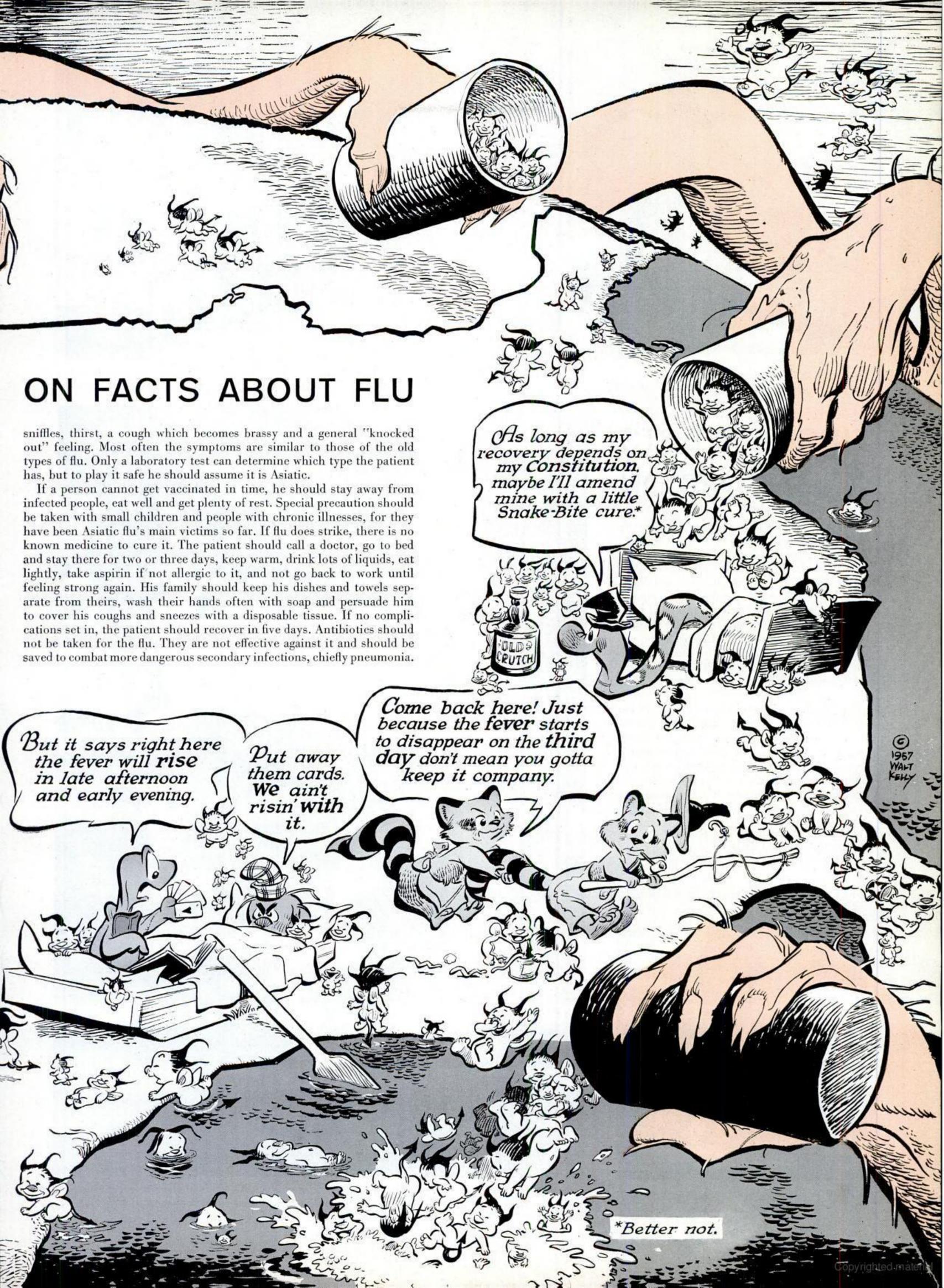
SAILOR ANTHONY OLDENBURG GETS THROAT SWABBED FOR TEST TO DETERMINE WHETHER HE HAS FLU

VIAL OF VACCINE contains 10 doses. List price is 66¢ a dose. In 70% of cases one dose should give a

person immunity for 10 months. Some may need a second shot. Vial's contents stay fresh 18 months.









SUMMER OF 1918 found baseball players and umpire wearing masks which they erroneously thought would keep them from getting flu during tragic epidemic.



SUMMER OF 1957 finds Lillian Ledbetter of Hammond, La. and her 12 children recovering from five-day attacks of flu which they all caught within four weeks.

FIRST EFFECTS ON THE NATION

Flu first broke out in the U.S. quite mysteriously early in June, attacking 500 crewmen on eight Navy ships based at Newport, R.I. Since then, during the ordinarily fluless summer months, 25,000 people in the nation have caught it. Whole families have been temporarily knocked out (upper right). Because of Asiatic flu the Sixth Fleet canceled a naval demonstration off Spain. Fifty members of the Chicago Cardinals football team who caught the flu lost more than 1,000 pounds in weight. A record has even appeared called Rockin' Pneumonia and the Boogie Woogie Flu.

The Surgeon General warned that a city the size of Baltimore might find 200,000 of its population incapacitated by the flu in the course of a month—bringing on a tremendous absenteeism that could create a crisis in industry and public services. In its effects so far the epidemic has been uncomfortably reminiscent of the first stage of the terrible flu epidemic of 1918–19 when, after a relatively mild spring onslaught (above), the disease hit with full force during the fall, striking 20% of the population and killing 850,000. But in 1918 the U.S. had no vaccines, antibiotics, knowledge of the virus or advance warning. Today it has all four.



SURGEON GENERAL Leroy Burney guides flu battle for which Congress has earmarked \$800,000.



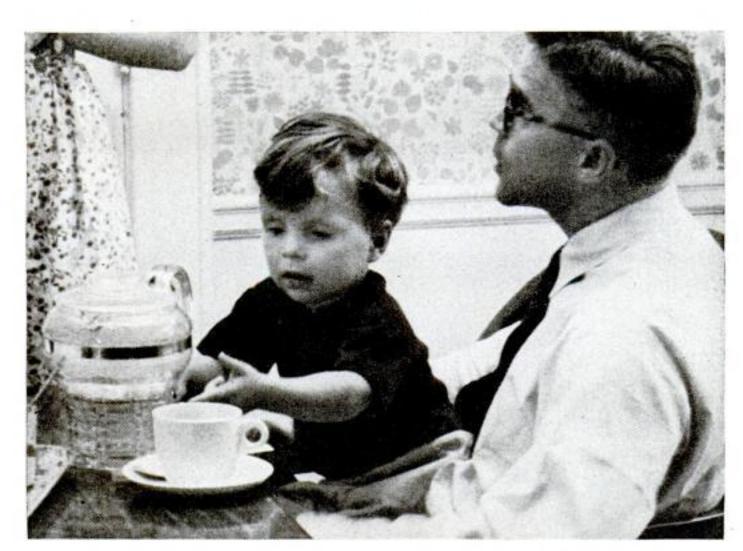
AFTER LEAVING U.S., Esther Lederman of Rio de Janeiro is checked for flu at the Rio airport.

ger Sandstrom holds head as he waits for luggage.





"I like Mary around but she sure can get in my way! Time for a relaxing cup of Postum I say!"



"We let Jimmy have Postum—after all, it's completely caffein-free ... perfectly safe even for a child."

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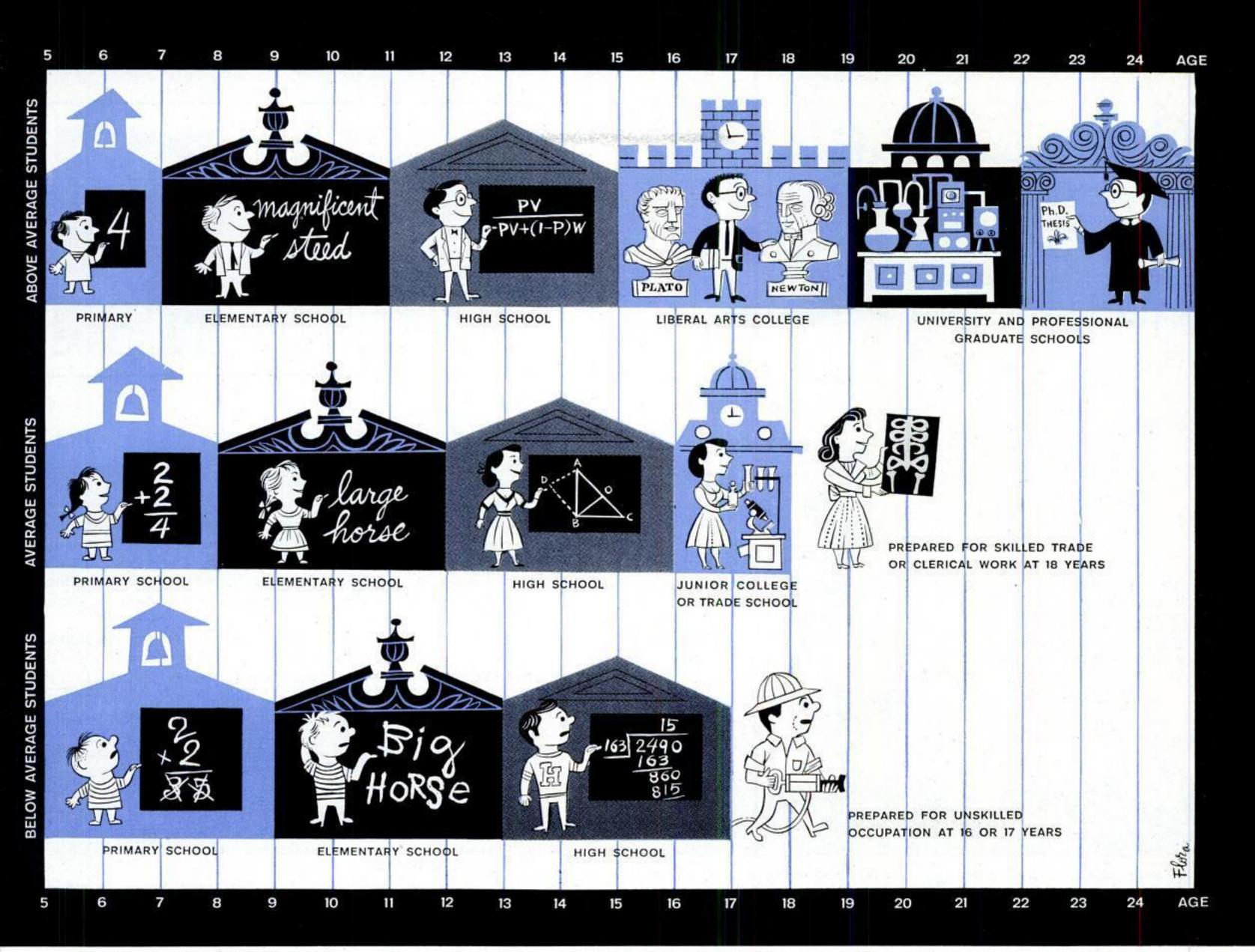


"Before I start on the housework, I like to linger over a cup of Postum. It's so refreshingly different from everyday hot drinks."



Distinctively different Rich, roasted flavor Caffein-free

Another fine product of General Foods



REVOLUTIONARY SCHOOL PLAN proposed in this article would separate bright, average, below-average students, let each child progress at own pace. Student in advanced group (top) might leave

primary for elementary grades at about 7, start high school at 11, be ready for college at 15 or 16, finish with three to six years at university. Average group (center) would leave primary at 8, take elementary and high school courses, complete schooling with two years at junior trade college. Children who had trouble learning (bottom) might delay elementary school until 9, leave high school at 16 or 17 to work.

Reform Plan for Schools

KINDERGARTEN-THROUGH-COLLEGE REVISION, SAYS EXPERT, IS ONLY REMEDY FOR INEFFICIENT U.S. EDUCATION SYSTEM

by PAUL WOODRING

ohn Dewey once observed that controversy over education was a healthy sign, demonstrating that people were interested in their schools. If this is true, American education today must be in a state of robust health, for our schools have become the subject of a great national debate. Charges are made that they have become educational wastelands, that they offer little for the mind, that there is quackery in the schools and teachers colleges, that Johnny can't read, and that our high schools are blackboard jungles.

Even if we take the more extreme charges with a grain of salt, most of us are left with an uneasy feeling that something is seriously

wrong with our vast educational structure.

The fact is that we Americans have never quite made up our minds just what we want the schools to accomplish. Because we are vague and confused about what we want, we disagree about what should be done. Despite this confusion, the areas of disagreement can be sharply defined in these questions:

▶ Should the school place its emphasis on teaching the younger

children the three R's and teaching the older ones how to reason? Or should it give equal attention to social adjustment, mental health, recreation and vocational training? Put another way, should education stress the development of the mind or the total growth of the whole child?

▶ Should the brighter child be (a) moved ahead in school, or (b) placed in a special class with other bright children, or (c) kept with those his own age? And should the slow learner be held back, or put in a special class of slow learners, or should he too remain with his age group even though the work is too difficult for him?

▶ Should grades reported to parents be based on the child's academic achievement or on the effort he has expended—or should the teacher try to judge the child's social competence and emotional adjustment by making marks on a check sheet? Or, as another alternative, should we abandon report cards altogether and substitute conferences between parents and teachers?

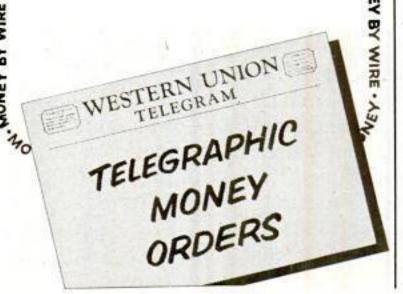
➤ Should a high school diploma be given to a student for (a) scholarly

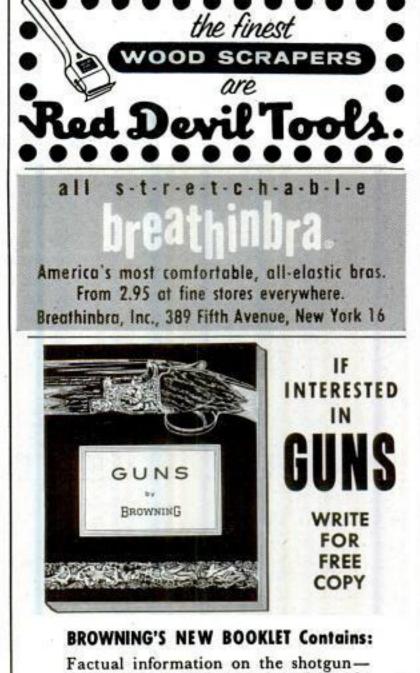




Far from home, young Otto Q. Drew, Needing money to marry his Lou, Wired home in a flash, "Telegraph me some cash"—

And now he's the father of two!





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THE AUTHOR

Dr. Paul Woodring is a nationally known educator who has taught in both classic and progressive schools. He wrote the widely discussed book, Let's Talk Sense About Our Schools, is a professor at Western Washington College of Education and a consultant to Fund for the Advancement of Education. This article is from A Fourth of a Nation, to be published Sept. 18 by McGraw-Hill.



SCHOOL PLAN CONTINUED

achievement, or (b) hard work regardless of achievement, or (c) merely years of attendance?

These questions all involve conflicts stemming from the basic disagreement between two divergent views of education. The first, the classic thesis, holds that the most important fact about man is that he is a thinking being and that the aim of education is to improve his ability to reason. The schools, the classicists say, must stress intellectual excellence and require their students to hold to high standards.

The newer view of education, the progressive approach which has become popular in the 20th Century, holds that thinking is only one of many functions the human being must perform and that the mind therefore cannot be educated separately from the rest. To the progressive educator, education is the total development of the whole child.

If we accept the classic view, the schools will emphasize knowledge and clear thinking beyond all else. Children will be grouped in classrooms on the basis of their intellectual maturity and academic achievement and regardless of their age, physical size or social maturity. Grades will represent academic achievement and a diploma will be evidence of substantial knowledge and of ability to think clearly.

If we accept the newer view, the school must expand its curriculum to include not only academic subjects but every aspect of the child's life. Grouping becomes much more difficult, for no group of children can be alike in all aspects—intelligence, age, social maturity, physical size and so on. We are forced to use the easy way of grouping—by chronological age, promoting each child a grade each year. A high school diploma then represents little more than 12 years of attendance.

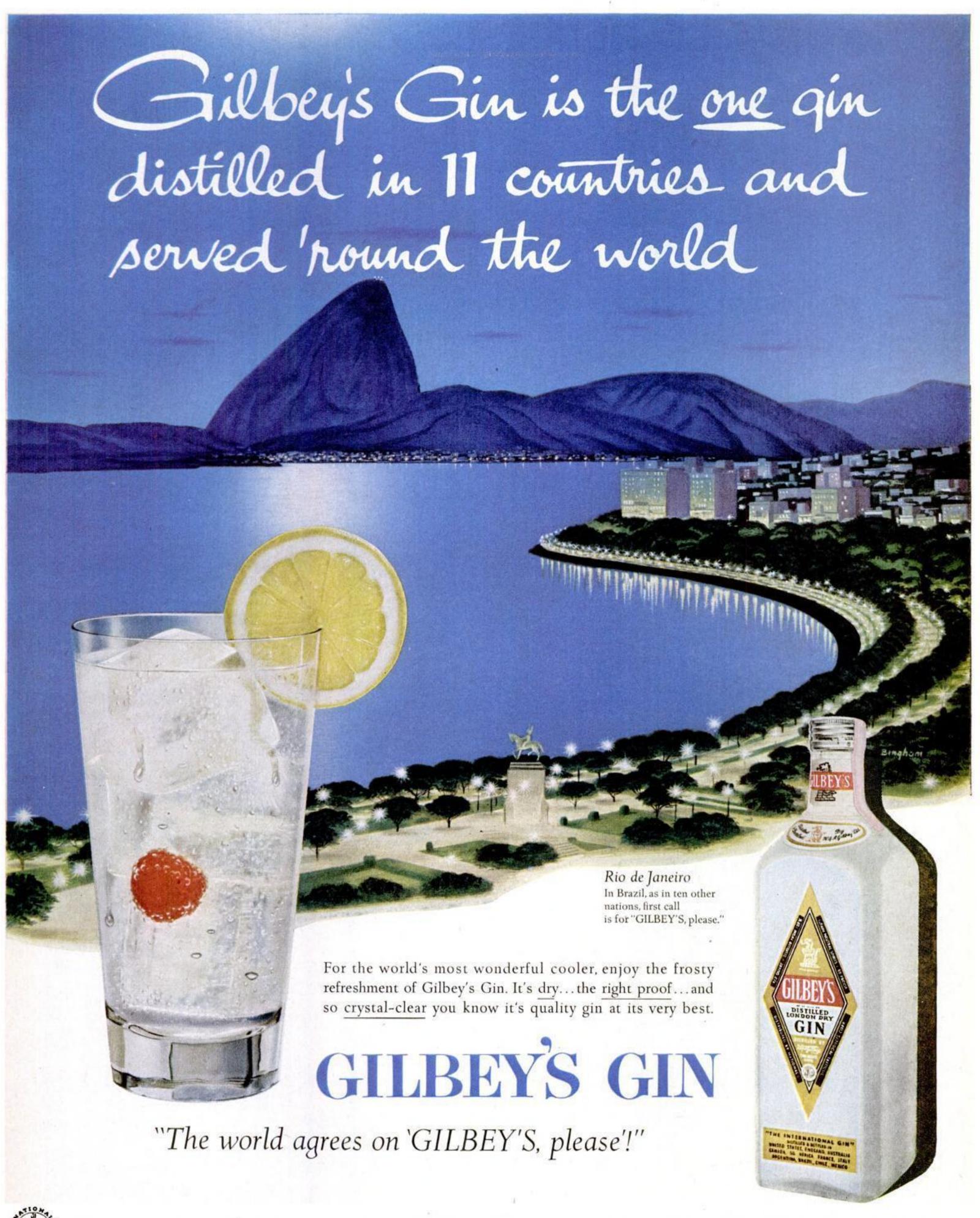
Progressive methods have been in wide vogue in American schools for 30 years or more. As a result this approach has been the target of most of the criticism of recent years. Much of the criticism has been well-founded. Progressivism started as a reform movement at a time when reforms were badly needed in American education. The classical educators dominated American schools and many of their methods were old-fashioned and badly in need of overhauling. In its early years the progressive movement played a valuable part in developing new ways of teaching, in adapting education to a wider range of individual differences, in encouraging more freedom and spontaneity and in making the classroom a happier place for children to live. All this was good. But the progressive movement did not stop here.

The fringes of progressivism

NE of the great dangers of any reform movement is that militant extremists tend to become the movement's best-known spokesmen. Through exaggerated emphasis the extremists unwittingly make any good idea appear ridiculous. This happened to the progressives. As the progressives gained confidence, they became more outspoken in their attacks upon traditional education. It appeared to many people that they stood in sharp opposition to academic scholarship, to intellectual discipline, to clear and consistent standards of achievement, to rationalism and intellectualism, and to civilized standards of behavior for children and adolescents. Because its adherents were uncritically tolerant of their movement's lunatic fringes, progressivism came to be identified in the public mind solely with the excesses of those fringes.

This was unfortunate because many of its doctrines were and are—sound. In the current debate between the progressives

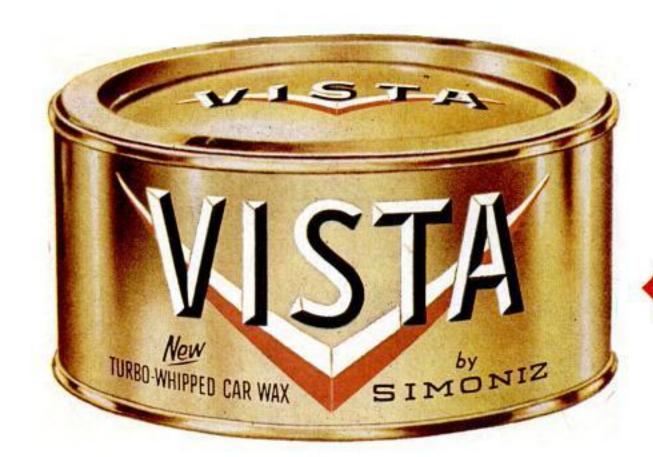
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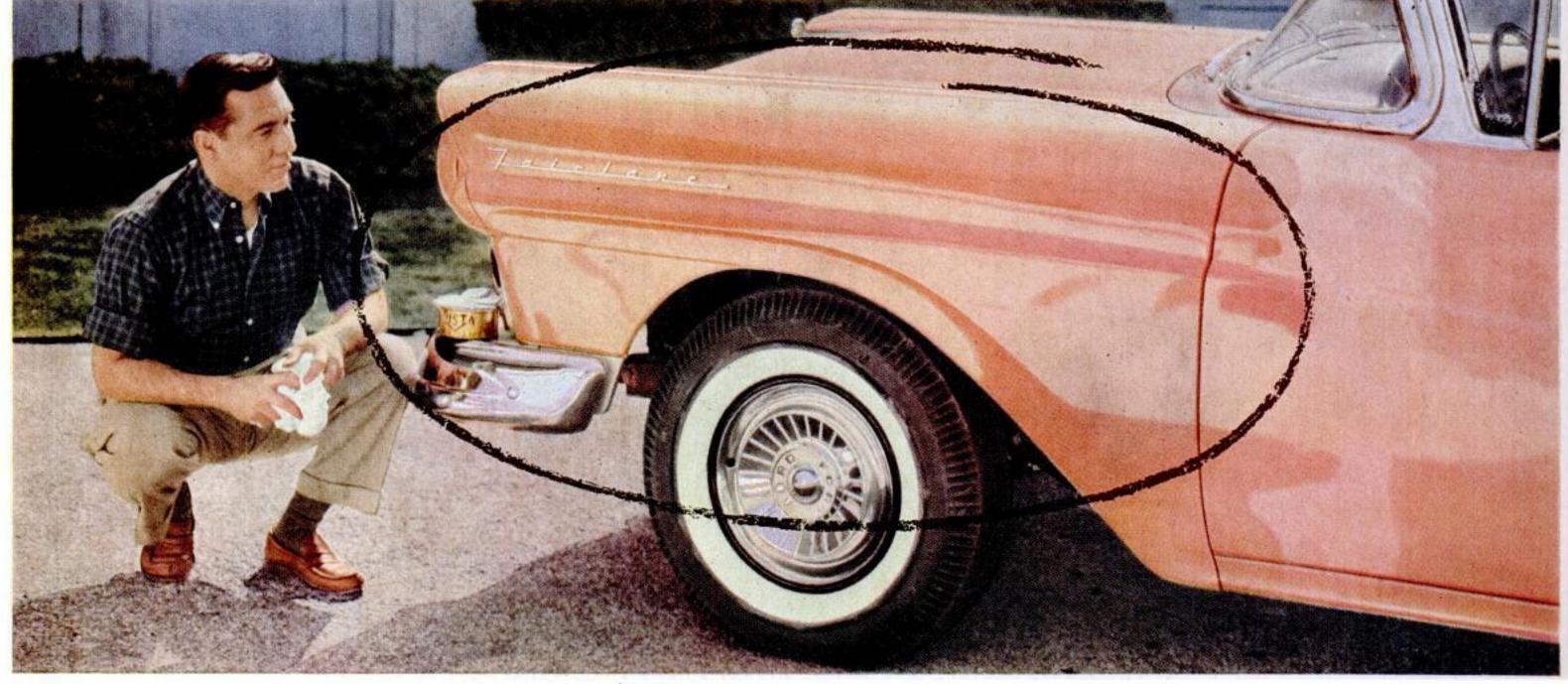
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SCHOOL PLAN CONTINUED

and classicists most people on the sidelines find themselves torn between the two points of view. We would educate for excellence and hold to high standards—and yet we know that many children cannot meet such standards and we are reluctant to let the slow learner suffer the consequences of repeated failure. We would stress knowledge and clear thinking-yet we are not at all sure that we want the school to neglect the child's health, his social and emotional adjustment, or even his recreation. We want each child to move through the school at his own best rate-yet we are reluctant to remove him from his social group.

A solution is possible but it cannot be a mere compromise. It must represent a logical meeting of the two points of view.

To begin with, the traditional organization of our school system, with its eight-year elementary school, four-year high school and four-year college, should be sharply revised. There is nothing magical about figures. Elementary education does not require eight years for every child. A prepared student can start high school as easily at 12 as at 14. At 16 the adolescent is fully capable of coping with the demands of higher education.

The existing 8-4-4 division of school years is arbitrary and accidental. The eight-year elementary school was developed in the mid-19th Century not as a high school preparatory course but to offer a complete education for the average citizen. When, in the late 1800s, the public high school began to spread across the nation, it required eighth-grade graduation for admission simply because the eighth grade already existed as a standard stopping point.

Many of the early high schools were two- or three-year institutions. But their standards varied widely. When the nation's colleges were called upon to accept graduation from high school as evidence of preparation for higher education, a four-year high school curriculum was imposed, simply to achieve standardization at a reasonably high level.

So 12 years were required to get a high school diploma. Since most children started school at 6, 18 thereby became the standard

age for college entrance.

Postponement of higher education until the student is 18 is wasteful and unnecessary. It has caused the colleges to compress liberal education into two years, devoting the remaining years largely to specialized work which logically does not belong in the liberal arts college at all. It forces the brighter students to remain in high school long past the time when they are ready to move on. Indeed, experiments made in the past few years demonstrate that the last two years of high school may be all but a total waste of time for superior students.

An end to patchwork remedies

THE problems of the present educational system are so complicated and so serious that nothing short of a radical reorganization of our entire grade structure will solve them. Merely patching and cobbling will not do. The system needs to be replanned as a whole. What follows is a detailed proposal for such a major revision in U.S. education, from kindergarten through college.

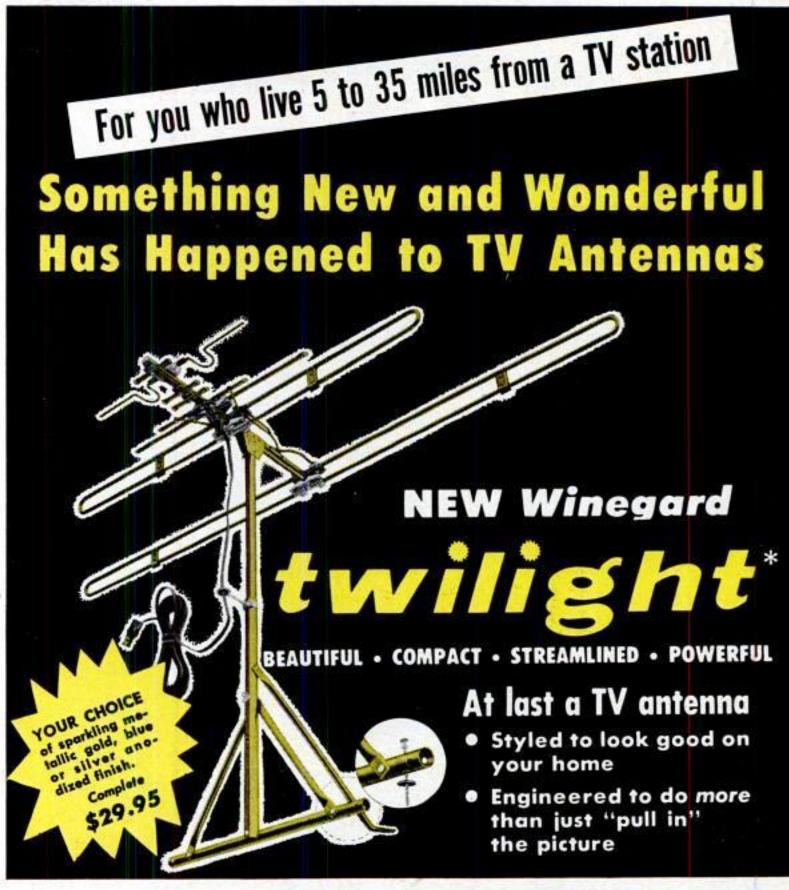
Under the reorganization I am proposing, children will start primary school in an ungraded class which combines kindergarten with the present first and second grades. Admission may be at any age from 5 to 7, but it is probable that most parents will want their children to enter as early as possible. Because this primary room will be ungraded, it will be possible to make provision for individual differences if classes are not too large. For each teacher or teacher's aide, there should be at most 25 children.

At first, many of the activities in this room will be similar to those in a good kindergarten, but as soon as any child is ready, a part of his school day will be devoted to reading. Other academic

skills will receive little stress.

The child will remain in the primary room for an indefinite period, although normally for two or three years rather than one. His next step upward into the elementary school will be decided on by the teacher after conferences with the parents and the school psychologist. The decision will be made on the basis of readiness for the third grade rather than on either age or length of time in the primary room. Readiness will be judged in terms of physical, emotional and social maturity plus capacity for learning. One evidence of progress will be the child's ability to read at some predetermined level.

A few children will move into the elementary school at the age of 7 or 71/2. Most probably will be ready at 8 or 81/2, but some will not be moved up until they are 9. An effort will be made to keep either children or parents from assuming that any given age is the "normal" or expected age for beginning elementary school.



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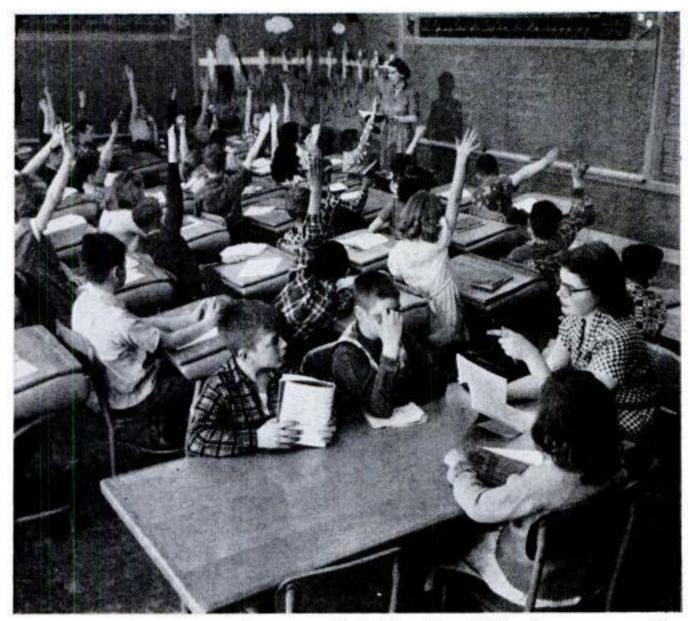
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READING GROUPS study separately in Bay City, Mich. classroom, a principle Dr. Woodring says should be generally adopted. Advanced readers work as one unit while others are dealt with individually or in small groups.

SCHOOL PLAN CONTINUED

At this age the concept of "failure" should be avoided, and because the primary room is ungraded, it can be avoided more easily than under the present system.

Some children who are still unable to read at the age of 9 and are becoming too large for the primary room will probably need to be given special attention in a room set aside for that purpose. If it is found that they are greatly retarded and unable to enter the third grade, it may be necessary to keep them in the special room. But their number should be small.

In the graded elementary school which follows the primary school, the child will lead a rich and varied life with a wide range of experiences. Major stress will be placed on writing, spelling and arithmetic, and there will be a continued effort to improve his skill in reading. Regular reports will be made to parents of the child's success in learning these skills, and separate reports will be made of his social adjustment.

Because entrance to the elementary school will be made on the basis of total maturity and readiness for learning rather than age, nearly all children should proceed through the four-year elementary school at about the same pace—that is, in four years. Here again there will be little if any "failure."

The average child will enter high school at about the time he now enters junior high school, when he is about 12 or 13. There will be some variation in age, but all students will have in common their readiness for high school, which is not always true under a system which promotes on the basis of age alone.

Adapting for differences

A DOWEVER distinct differences in learning capacity will be apparent by now and the high school will be prepared to meet these differences by making a second major departure from present practice.

High school students will be specially grouped on the basis of demonstrated ability in each subject. For example, in ninth- and tenth-grade mathematics there will be three groups of students. Group C (you may call it Group A if you like, but no one will be fooled) will include those who find mathematics difficult. They will try to master elementary arithmetic and work on improving their ability to calculate accurately. Group B, consisting of those who have learned the principles and can calculate accurately, will study practical mathematics: the applications of arithmetic, elementary algebra and geometry to problems of life. They will learn, among other things, to calculate an income tax in half the time required by their fathers, and with much less fretting about its complexity. They will learn to interpret statistical tables accurately and to decide whether an instalment loan which purports to be based on 6% interest is really 6% or 12%, regardless of what the salesman says. Group A will undertake a rigorous study of

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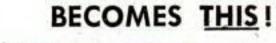


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That stinging sensation you feel as you apply Absorbine Jr. tells you it is busy in those cracks where Athlete's Foot germs lurk, killing all the fungi it reaches. For in carefully controlled clinical tests on patients, Absorbine Jr. brought successful relief to the great majority of sufferers. Get Absorbine Jr. wherever drugs are sold. W. F. Young, Inc., Springfield, Mass.





Left untreated, Athlete's Foot organisms burrow beneath the skin-may even get into your bloodstream. Cases, like the above, may need a doctor's care.

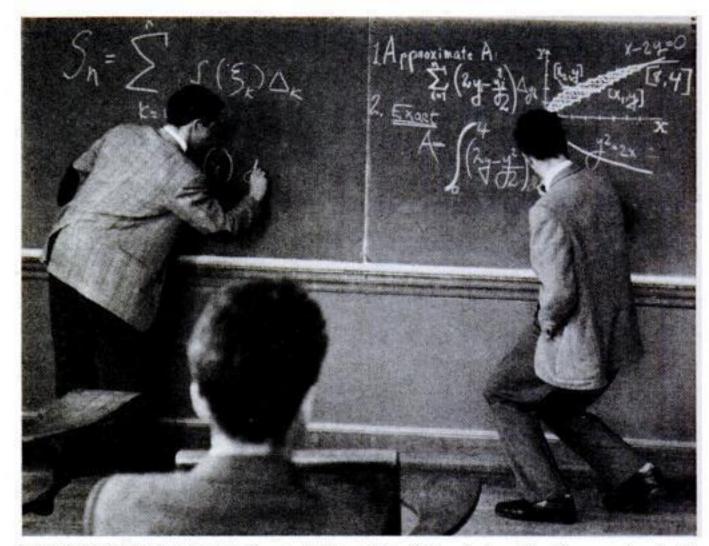


Athlete's Foot germs killed fast! Absorbine Jr. totally destroyed Athlete's Foot germs in test tube cultures in less than 5 minutes!

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AMERICA'S NO. 1 ATHLETE'S FOOT RELIEF





THEORETICAL MATH is studied at Hotchkiss School in Connecticut. As author notes, these boys need such courses to go on to liberal arts college.

SCHOOL PLAN CONTINUED

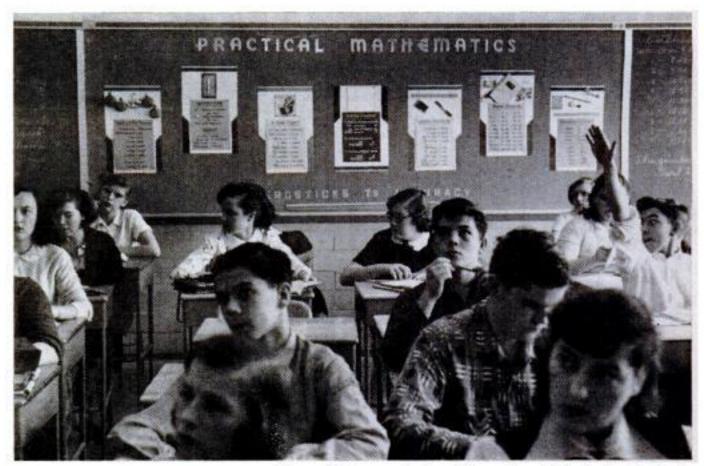
algebra and geometry in preparation for their use in higher education and in those professions which require such knowledge.

No one will be required to join Group A. To enter it the student will have to demonstrate both ability and willingness. If after joining the group he decides that he does not want to work as hard as the group's work requires, he will not be coaxed, chided, wheedled or cajoled. He will simply be moved over into Group B. He is a big boy now and is no longer to be treated as an irresponsible child. He will be guided only in the sense that an effort will be made to insure that he understands the full, long-range consequences of his decision.

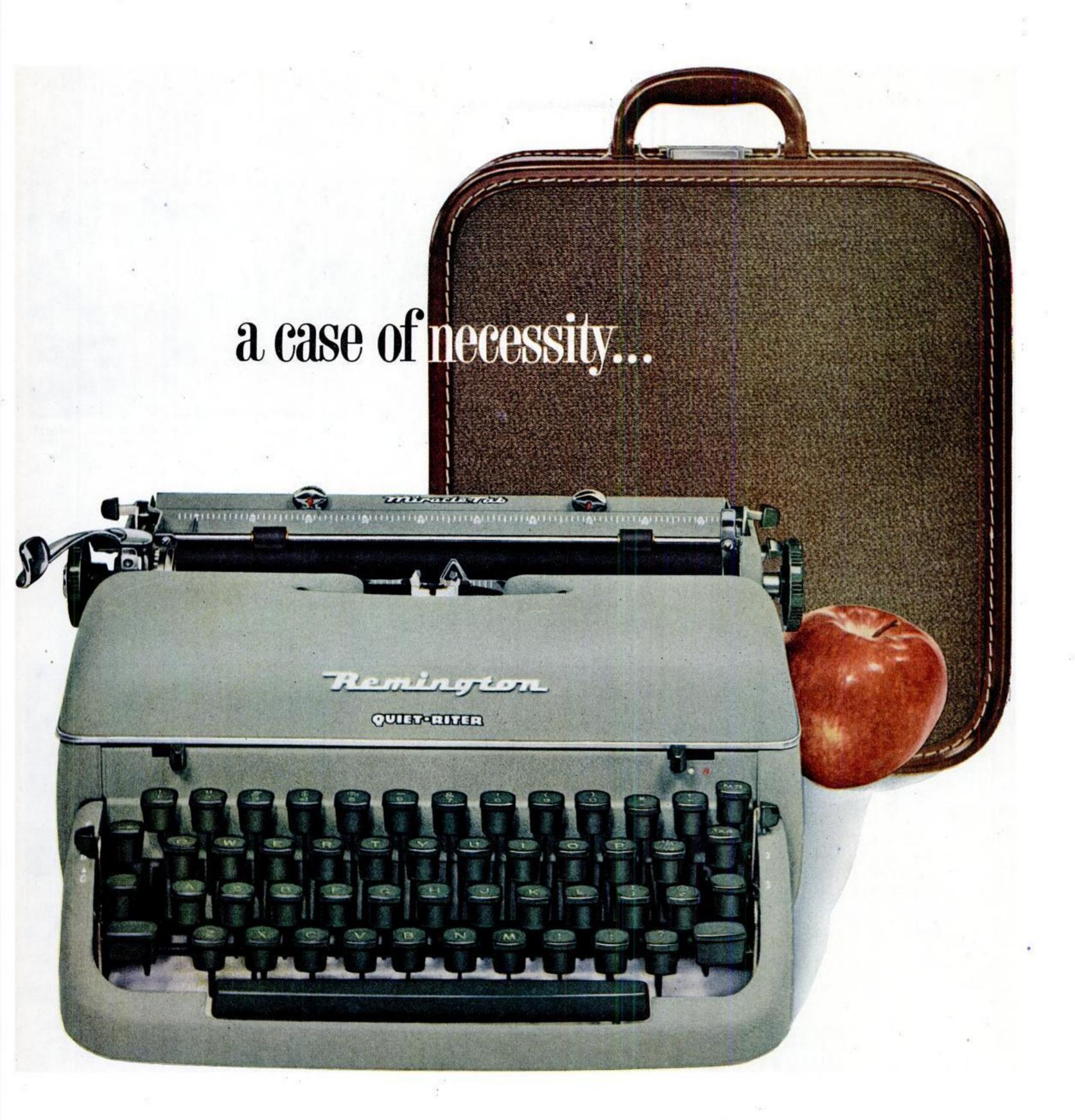
I have no fear that such a procedure will cause many able students to choose the easier course. Rigorous standards do not keep able athletes from trying to make the first team, even though life might be easier on the third. Adolescents are not afraid of hard work, they resent only useless or unrewarded work. They choose the easier road in high school only when all roads lead to the same honor roll, the same diploma and the same colleges. At present the easy way to make the honor roll in most high schools is to elect the easiest courses, and every student knows it even if his parents do not. Under the new plan honor rolls should not be necessary. If they are retained they should not be available to those who reject the more difficult classes.

A student in Group A in mathematics may or may not be in Group A in literature, for in each subject students will be regrouped according to interest and ability. If he does join Group A in literature, he will spend his time in reading, discussing and interpreting serious books picked for their intellectual content. The teacher will be aware that the student is not yet an adult and that he will prefer Romeo and Juliet to King Lear, Shelley to Browning, and Millay's early sonnets to her later poems, but there

CONTINUED



PRACTICAL MATH is taught at Mergenthaler Vocational-Technical High School in Baltimore, where most studies are directly related to trade courses.



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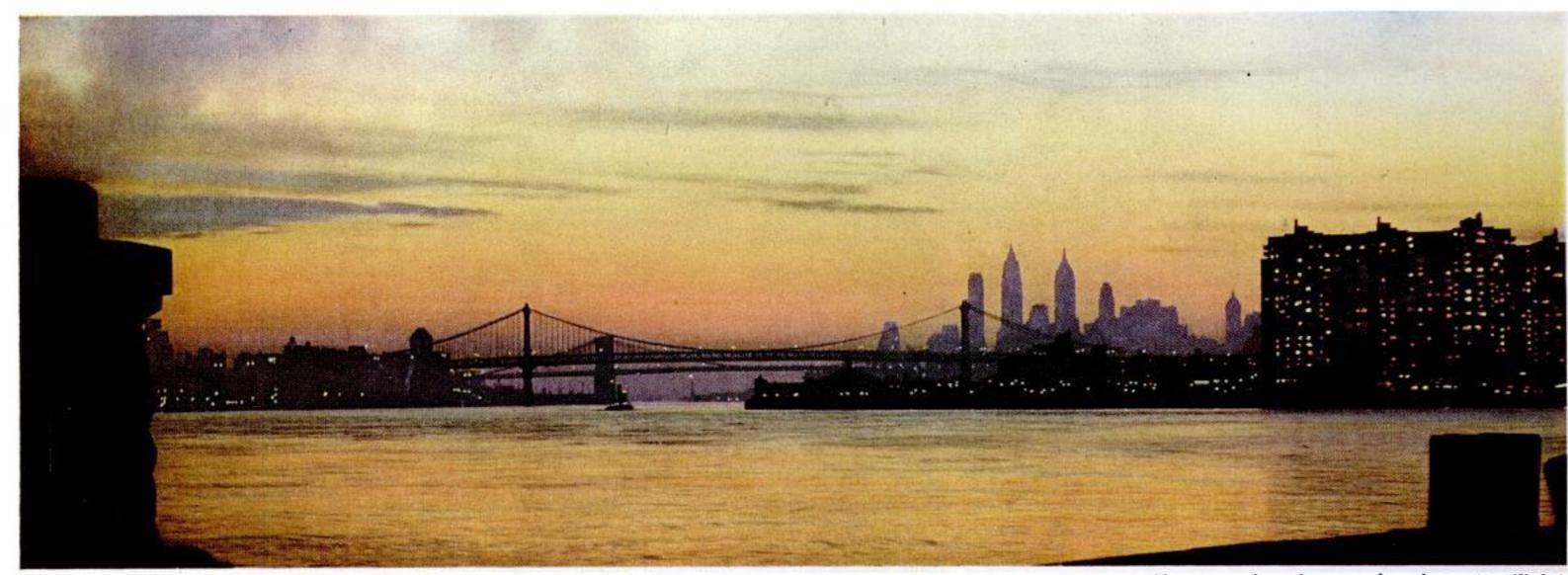
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Never again miss \mathbf{Q} color shot at twilight! Super Anscochrome, world's fastest color film, takes this New York sunset in beautiful, lifelike tones. See the Statue of Liberty and the tugboat in the distance? Exposure: f/4.5, 1/25 second.

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...the color film that's faster than standard black-and-white!



Freezes fast action, yet keeps pictures sharp from front to back. That's because Super Anscochrome color film (Exposure Index 100) lets you use smaller lens openings as well as higher shutter speeds. Exposure: f/8, 1/500 second.



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All colors come through true-to-life, even in action shots. Variations of whites, greys, reds are well defined. Flesh tones are lifelike. Grass looks real, not overcolored, on Super Anscochrome. Exposure: f/6.3, 1/500 second.



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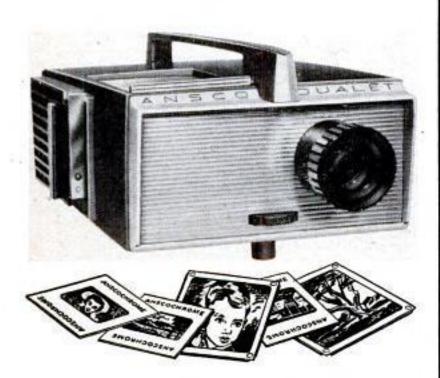
Just look at that color shot on the opposite page!

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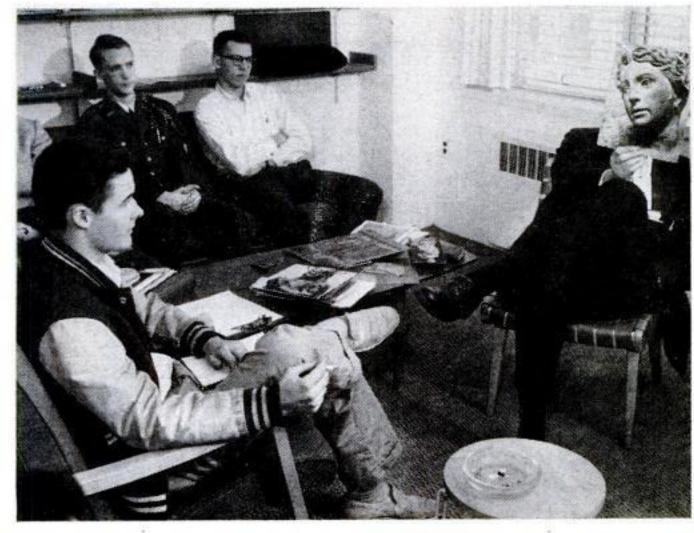
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Binghamton, N. Y.

Just look at that color shot on the opposite page!



LIBERAL ARTS AT M.I.T. gives future engineers a broad academic background. Professor W. C. Greene holds photograph of Donatello statue during student seminar. Woodring proposes to restrict college curriculum to liberal arts, reserve engineering and other professional studies for graduate school.

SCHOOL PLAN CONTINUED

will be no effort to substitute easy trivia for more serious works. The student who, because of lesser motivation or ability, is not found suitable for Group A will study in Group B, where the pace will be slower and the most difficult forms of literature will be avoided, though the emphasis here, too, will be upon serious literature with important intellectual content.

If all serious literature confuses him, the student can be moved over into Group C, where he will at least learn to read the newspapers and other current publications with understanding.

Although the teachers of all three groups should be professionally competent and should be able to work sympathetically with their groups, it will be essential that the teachers of Group A be selected for their superior scholarship and intelligence. This is the most controversial part of my proposal, for it has become standard practice in the schools to ignore individual differences among teachers even while stressing the difference among pupils. But in every high school the brightest students are superior in intelligence to some of the teachers and have very frustrating experiences in the classroom unless they can be assigned to teachers who think as well as they.

For the average student, graduation from high school will occur at about 16. Three courses are now open to him. He may go to work immediately; or he may enroll in a trade school or junior college, which will be open to all high school graduates; or, if he can meet the requirements, he may go to a liberal arts college.

For those who choose unskilled or semiskilled occupations (and despite the increasing complexity of modern industry, there are still a great many such jobs) no further formal education is necessary. There is no harm in going to work at 16 or 17. Many boys and girls will even prefer to do so. Once such employment would have been condemned, but we must remember that agitation against child labor goes back to a time when much younger children were put to work for 12 or more hours a day in mines or dangerous and unsanitary factories; such conditions were obviously bad for a worker of any age. The healthy adolescent will not be harmed by working 30 or 40 hours a week in a clean, welllighted, modern factory, where his work on the assembly line will be far less tiring and dangerous than trying out for football on the high school team. Many a slow learner who never succeeded in really adjusting to school becomes a responsible and satisfactory unskilled worker, happier than he ever was in school.

The second group, that of intermediate learning capacity, will presumably choose to attend a trade school or junior college for a year or two before going to work. The junior college will be an all-purpose institution. Although it will include general subjects like English, mathematics, history and the sciences, the emphasis will be on more practical trade and commercial courses. The junior college will not offer preparation for professional study or for graduate work in the universities.

All students who plan professional careers will first attend a liberal arts college. It will differ from the average college of today

BONADETTES



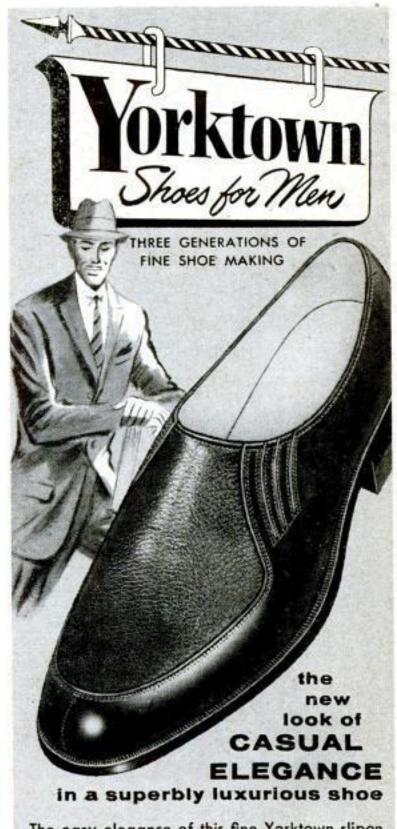
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SCHOOL PLAN CONTINUED

in that truly liberal education will be emphasized. There will be less specialization, less emphasis on specific preparation for professional courses or departmentalized graduate education. Each student will take courses in all the major areas of knowledge: the humanities, the social studies, the sciences, mathematics and philosophy. Vocational or professional preparation will come later.

Liberal arts colleges will be both public and private, as they are now. The present private and parochial colleges will probably change comparatively little except for the elimination of vocational courses. Students will enter and will leave a year or two earlier than is now the case, but because entrance examinations will be required and because secondary education will be more rigorous for this group, there will be no need to lower standards. In all probability standards will be raised.

State or municipal liberal arts colleges will be available in all cities of any size so that parents who are reluctant to allow their sons or daughters to go away to school at 16 may send them to a commuters' college which offers the same curriculum.

Because the liberal arts college will not try to prepare students for a vocation, most of its graduates probably will go on to universities or to separate professional schools. Since most students will enter the liberal arts college at 16 and graduate at 20, they will be able to complete professional education with no greater delay than now occurs. In universities or professional schools the student will go directly into a course that will prepare him for law, medicine, commerce, engineering, the ministry, teaching or graduate study looking toward a career in scholarship. Because college graduation will be earlier and because the college will be less specialized, the university courses will be a little longer than at present in order to include some of the relatized work now a part of undergraduate education.

The bachelor's degree will signify graduation from the liberal arts college and nothing else. There will be no more baccalaureate degrees in specialized subjects or professional fields. University or professional schools will grant master's and doctor's degrees only. Instead of a bachelor's degree in law, there will be a master's or, more probably, a doctor's degree in law. The underlying assumption is that every lawyer should have a liberal education and that any education coming after the bachelor's degree should lead to a master's or doctor's degree.

Master's degrees will require a minimum of two years beyond the baccalaureate, and the doctorate will require approximately five years of graduate work, so that most doctor's degrees will be received at the age of 25. This is not far from the present age of those who go straight through without interruption.

Educating our schoolteachers

TEACHERS for the primary, elementary and high schools will take a Master of Arts degree in teaching. This degree will require two years of professional work following the liberal arts degree. The teacher will thus begin his career at about the same age he now does, but every teacher will be educated both professionally and in the liberal arts—which unfortunately is not always the case at present. The two years of professional education will include both advanced work in the field to be taught and professional courses in such subjects as educational philosophy, educational psychology, and an introduction to the methods and materials of instruction.

This approach guarantees that secondary teachers will be well-grounded in their major fields as well as in the philosophy and techniques of education. For example, a history teacher will study American, European and world history as a part of his liberal education and will probably elect at least two or three additional history courses as well. As a graduate student he will take at least one additional year of more advanced history.

Primary and elementary teachers will study less specialized subject matter but will spend more time on child psychology and methods of instruction, with particular attention to methods of teaching reading.

Any plan such as the one I propose is necessarily utopian by nature, however sound it may be. There are many vested interests which are opposed to change. Graduate schools suggesting changes always meet resistance from the individual departments. Changes in the college and high school are often resisted by the college-accrediting agencies, and the elementary school which changes its organization or its program always meets resistance from some parents as well as from teachers and administrators. Yet the schools have changed more rapidly over the years than most other institutions and, at least in the levels below the graduate school,

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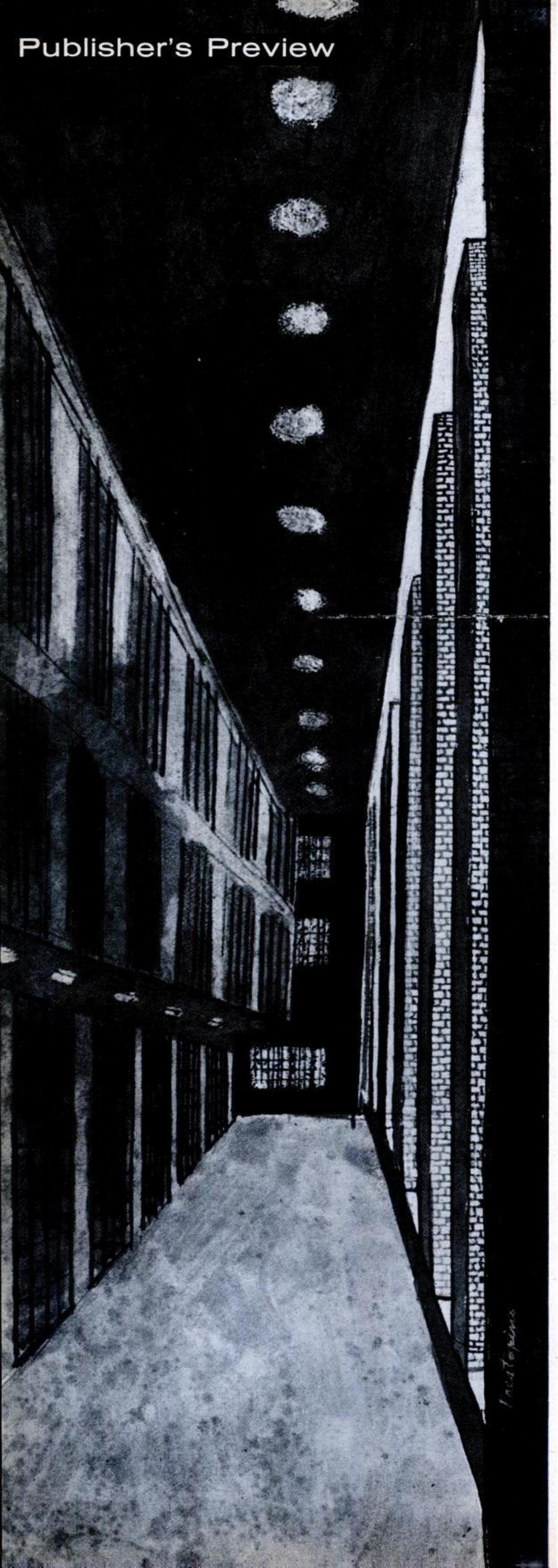




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CRIME

A Major New Series Beginning in Next Week's LIFE

Every day in the United States there occur thousands of larcenies, hundreds of auto thefts_and_burglaries. Every few minutes of the day or night there is murder, manslaughter or felonious assault. This shocking, lurid march of crime in the United States is constantly recorded in a torrent of words and pictures. Yet few Americans have a clear picture of the staggering total effect of crime in the nation or of the problem that confronts every citizen in dealing with it.

Three months ago LIFE assigned a special force of its best journalistic talent to uncover the facts of crime, to write about them and to picture phases of criminal activity in a way that would illumine the whole dark question. The group includes some famous LIFE bylines: Photographers Gordon Parks, Francis Miller and Philippe Halsman; Writers Robert Wallace, Herbert Brean, John Osborne, Ernest Havemann and Frank Gibney; Artists Robert Weaver, Marshall Davis, Gregorio Prestopino, Bernard Lamotte. Next week LIFE will begin to present their findings in a major series which will represent the most comprehensive and pictorial survey of this loathsome national problem any publication has ever attempted.

In LIFE's series you meet the nation's top crime fighters—efficient police administrators, prison directors, eminent jurists and psychiatrists—each vital and effective in the war against crime. The instalments which will unfold the broad sweep of the nation's crime problem include: The Over-all Look of Crime, The Best Police Force in America, Prisons and Paroles, The Courts and the Law, the Psychology of Crime, The White Collar Criminal. They will appear in consecutive issues.

All of Life's journalistic resources and pictorial techniques will be applied to this major project. Great color photography will add a dimension to crime reporting; specially commissioned paintings will supply depth and drama. In all, these articles will be on a par with Life's visual best, which in the past have included such outstanding series as Segregation, The World's Great Religions, The Epic of Man and The World We Live In. And you may agree, Life's "best" is pretty good.

ANDREW HEISKELL, Publisher



Much of the objection to recent changes has been entirely sound, for the changes have come about without an over-all plan and without any underlying philosophy. But if the public philosophy of education can be clearly stated, and if it can be shown that the present organization of the schools departs from that philoso-

phy, much of the objection will disappear.

Many of the elements of the plan I am proposing have been tried at various times and places. Where they have been found unworkable, it is only because a single element of one educational system cannot be changed without reorganization of the whole. Several colleges, for example, have recently experimented with admitting superior students at 16, accepting them on the basis of an entrance examination instead of a high school diploma. Opposition to these experiments from accrediting agencies and other colleges is not based on any evidence that the plan would be unworkable if all colleges accepted it. The ungraded primary school is now being tried in several schools, and tentative results seem to be uniformly good.

If the various parts of the new plan were put together in a logical pattern I feel most of the objections to them would disappear. The plan would not in itself overtax the public schools or colleges. To see how it would work let us take a brief statistical look at a typical city of 100,000 population. In such a city there would be about 7,500 youngsters attending the ungraded primary school and 10,000 in elementary school. These 17,500 children would fill 35 buildings, each designed for 500 pupils. Assuming no one drops out, there will also be about 10,000 high school students who would occupy 10 schools of 1,000 each. Forty-five public schools

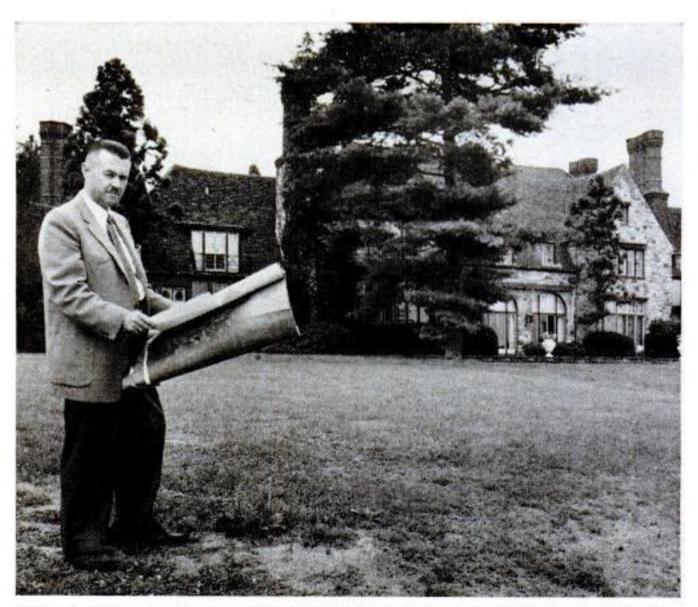
Of the 2,500 high school graduates each year about 750 will go to work immediately and 1,000 will enroll in vocational courses in the junior college. The remaining 750 will attend liberal arts colleges. Of this number perhaps 250 will go away to private or state residential colleges. The remaining 500 will study at a municipal or community college, so that in its four-year course this college will have 2,000 students, a workable enrollment.

Finally, about 250 college graduates may be expected to go on to universities, teachers colleges or other professional schools. Presumably only the larger cities will maintain universities; cities with less than half a million population will not be able to afford them.

In the past, professional educators have often led those opposing any suggestions for radical changes in the schools. But just as war is too important to be left to the generals, education is too

important to be left to the educators.

There is growing recognition in the U.S. that just as a good education can be a great boon a bad education can be a great evil, allowing the child to confuse propaganda with truth, to value the trivial, to follow the crowd wherever it may lead him. Today we are giving our children more and more education, but that is not enough. Only by taking drastic steps can we make sure that it is better education as well.



LOCAL COLLEGE, Westchester Community College, is kind of institution Woodring says can serve a great many high school graduates. Here Westchester President Philip C. Martin stands on new campus near White Plains.



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No ordinary soap with "something added" protects you like new Golden Dial!

One look tells you something wonderful has happened to Dial Soap. One bath tells you much more: New Golden Dial stops odor better—better than any other soap you've ever used!

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You get all this with new cosmetic mildness... smart new wrapper ... new golden bar. Obviously, such a fine soap costs more to make—costs more to buy than ordinary soap. But it's worth every cent of it!

Aren't you glad you use Dial Soap?

(don't you wish everybody did!)



ABOARD THE "MAID MARY SUE," FIVE AMERICANS AND TWO BOATMEN CRUISE AMONG ENGLISH MEADOWS ON NARROW CANAL HIDDEN BEHIND SEA OF REEDS



A Cruise on Canals

NOTED AMERICANS SEE FRESH-WATER ENGLAND

Looking for a lovely, lazy vacation, some well-known Americans found one this summer in England. In a small boat called *Maid Mary Sue*, they cruised 200 miles for two weeks along the narrow inland canals that wind quietly through England's prettiest countryside. The canals, which are seldom more than 20 feet wide, have been used for two centuries for small-barge traffic but are almost unknown to American vacationers.

The cruise was planned by Author Emily Kimbrough, who is writing a book about the trip. For part of the way—between the village of Stone and London—she took her friends: Author-Actor Howard Lindsay, his wife, Actress Dorothy Stickney, Author Arthur Kober, Sophia Jacobs, an Urban League leader. At night the party usually slept in village inns. By day, while Maid Mary Sue squeaked through the narrow locks, the visitors wandered on tow paths, had picnics on the shore, hunted for antiques in villages, sunned on the decks and, as Dorothy Stickney said, recalling a poem, "just gazed at light tan cows in pale green meads."

IN THE CABIN of *Maid Sue* at lunch, Emily Kimbrough (*left*), Howard Lindsay, Dorothy Stickney and Arthur Kober are surprised when Sophia Jacobs dives under table to get sugar from low cupboard.

CANAL CRUISE CONTINUED



"THE STUDY HOUR" is what Kober (left) called time after lunch, when Dorothy Stickney helped wash dishes while he played daily gin rummy with Lindsay.



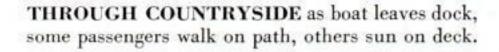
CLOSING LOCKS on the Oxford Canal, Sophia Jacobs and Emily Kimbrough (right) help two boatmen swing the big lever that shuts the underwater barrier.

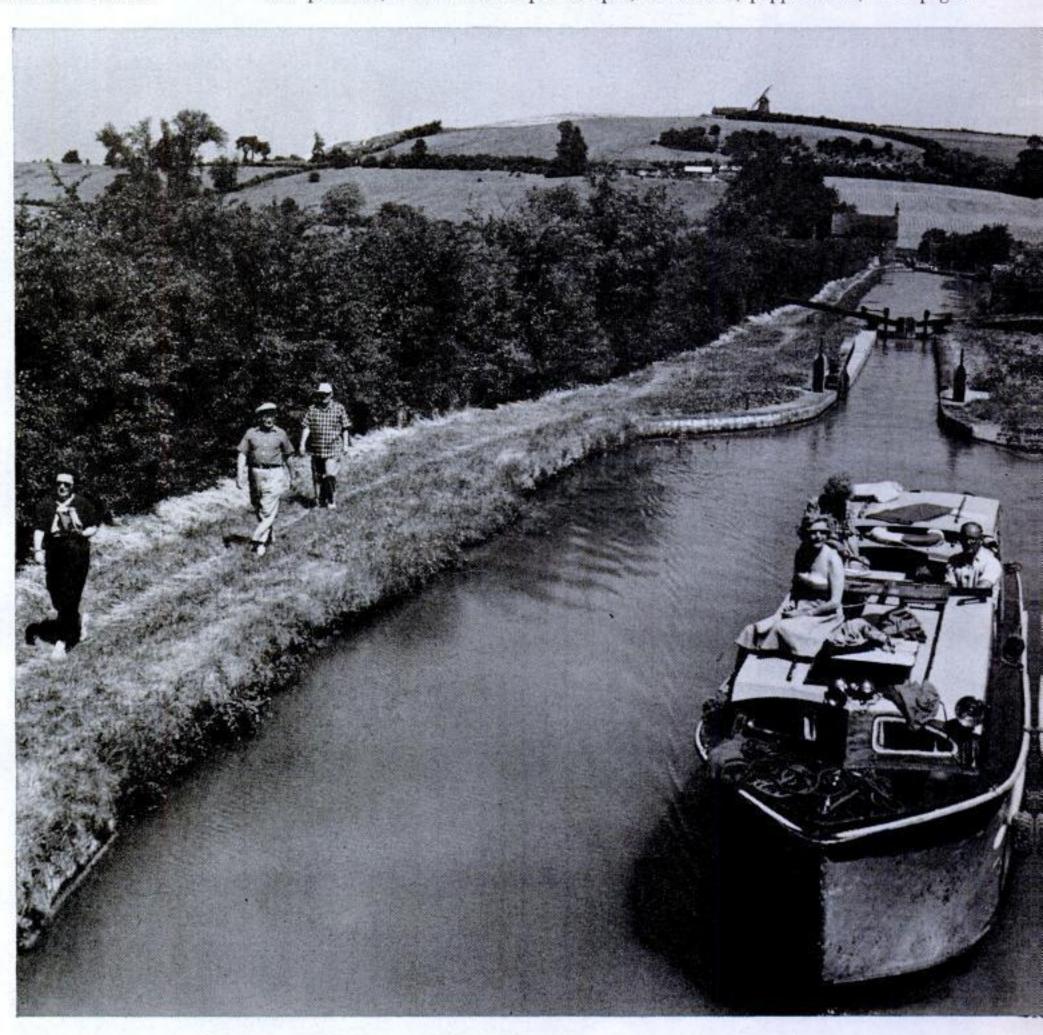


BIRTHDAY PARTY on boat was held for Dorothy Stickney, who clowns with her presents, which include painted pot, carnations, peppermints, champagne.



"HEADS," shouted by boatmen, is signal for everyone to lie flat while Mary Sue goes under a bridge.







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Has dried-out, hard-to-manage hair got you in a box? Try new Vitalis, sir. More than four million men make Vitalis a morning ritual, as important as shaving.

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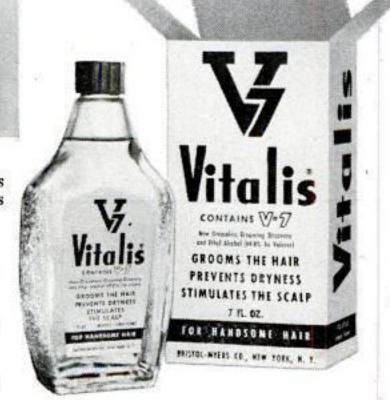


Does your husband use a greasy tonic that stains

pillowcases like this?



Greaseless Vitalis leaves pillowcases clean-like this.



New VITALIS® Hair Tonic with V-7®

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



A LOW LEVEL DOGFIGHT

Any old dog can chase a car but Hobo, a pup of Conway, Ark., has found a higher calling. He lives in a neighborhood where boys like to fly gas engine model airplanes. As the planes buzz around at 40 mph, Hobo goes tearing after them, barking and yelping all the way. Sometimes he tries a different tactic,

lying in wait on the plane's course until it comes buzzing by. Then he jumps up and tries to grab it. He hasn't caught one in the air yet. After the plane lands, Hobo runs fiercely up to it. But when he sees the propellers still turning he just stands there, afraid to capture the craft he had so loudly pursued.



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pure white filter...rich tobacco taste with a new surprise softness and menthol fresh comfort. Smoke Salem... you'll love 'em!

Smoke Salem ... smoke refreshed